MANUFACTURERS RECORD

The Democratic Way

UNION labor bosses continue to vigorously oppose the Administration's proposal, as an amendment to the Taft-Hartley Act, for government conducted secret strike votes, claiming it would put the government "squarely into the business of strike breaking."

This contention is absolutely false, as it is the idea of the Eisenhower Administration not to go into the strike breaking business but to go into the business of strike settling, a position that will be approved not only by the public but by rank and file union members as well.

No suggested amendment to the Taft-Hartley law will prove more sound or of greater value than the one seeking to give the rank and file members of a union the right to determine whether or not they wish to go on strike.

The interests of the men who are cut off the payroll when a strike is called should be given the first consideration and that is all that will happen if the secret strike ballot provision is adopted.

Mill Flexibility
Standing Bar Stocks
Fabricating Service
Good Transportation

From standing bar stocks, reinforcing bars are bent and fabricated to requirements in our fab shop located under the same roof with rolling mills.

...these 4 advantages at Connors cut the tim

Fast, dependable truck and rail transportation facilities also help cut the time from rolling mill to "set bars."

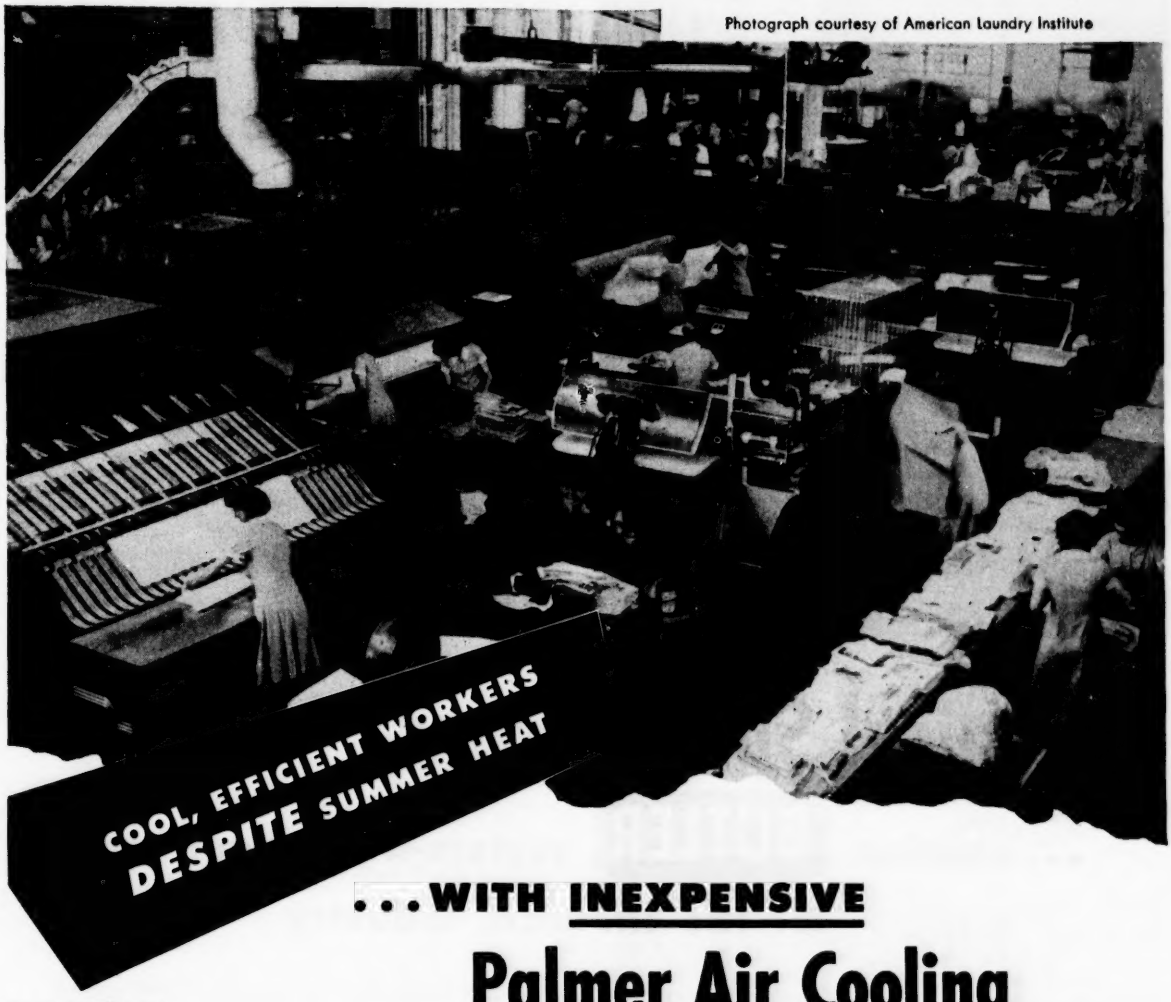
When you need steel quickly, any one of these advantages can assume tremendous importance to you: Rolling mill flexibility . . . a standing rebar stock . . . fabricating service . . . and good truck and rail transportation facilities.

Together, these four factors can mean the difference in a job that's been profitable—or otherwise . . .

So next time, check your steel needs with CONNORS. Enjoy all four of CONNORS' advantages on service.

CONNORS PRODUCTS

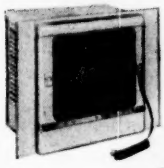
Concrete Reinforcing Bars
Hot Rolled Strip
Merchant Bars
Special Sections



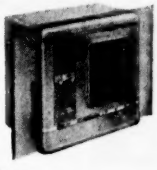
Photograph courtesy of American Laundry Institute

. . . WITH INEXPENSIVE

Palmer Air Cooling



Fan-type window coolers



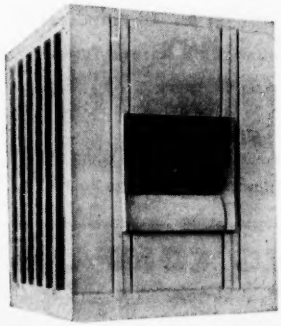
Blow-type window coolers

Perhaps, at one time or another, you've said something like this to yourself: "I *know* how air conditioning would benefit my business during the summer... but that would cost a *fortune!*

Well, here's something you should know. Palmer evaporative air cooling costs but a *small fraction* of what you'd spend for other types of air conditioning that use mechanical refrigeration. Yet, with Palmer you get all the benefits of cool working conditions, top efficiency in your business operations.

Low-cost Palmer coolers are easy to install, economical to operate. And Palmer meets every commercial requirement... from window units for individual offices to large space installations for complete stores, factories, warehouses, other buildings.

Your local factory-trained distributor of *Sno-Breze* or *Palmaire* Evaporative Coolers (both brands made by Palmer) can give you the right answer to your particular problem. Mail the coupon, and he'll call soon. No obligation, of course.



Blower-type coolers for large commercial and industrial installations

Palmer
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Phoenix, Arizona
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Palmer Manufacturing Corp. Q-3
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Please have your factory-trained distributor call on us. Absolutely no obligation on our part.

Name.....Title.....

Co. Name.....

Address.....

City and State.....

Name and title of person to call on (if other than person above)

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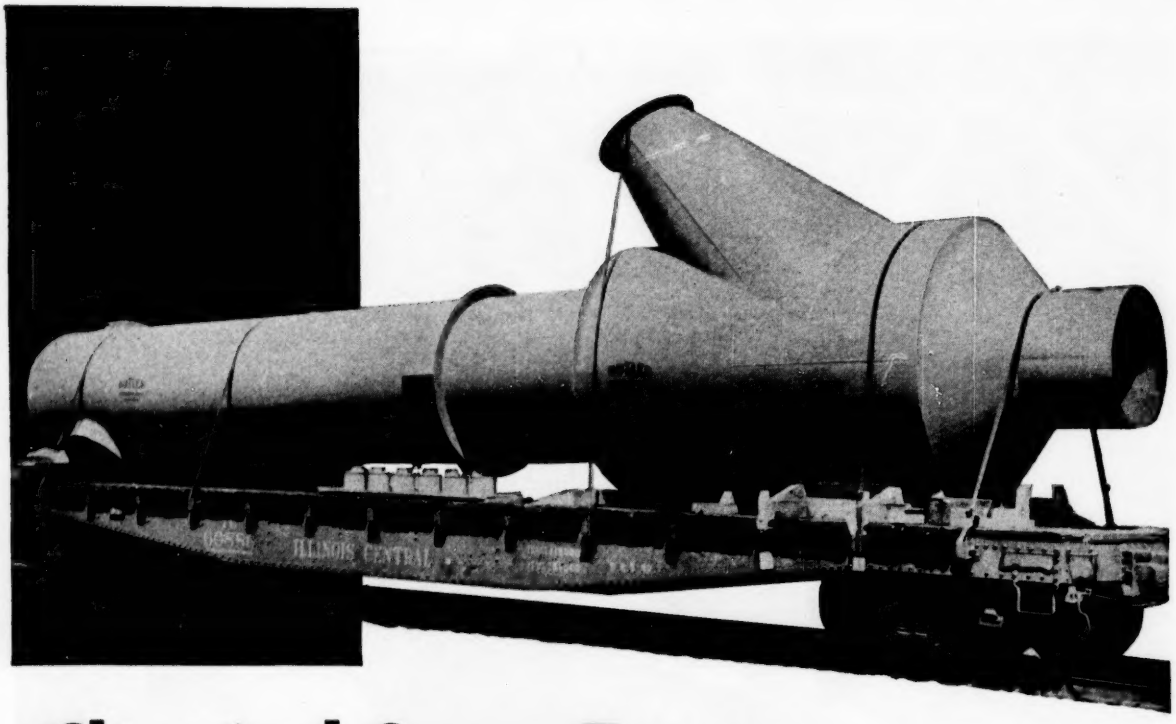

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Butler has the skilled engineers and craftsmen, and modern plant facilities to *do the job right.* You can get *exactly* what you need—whether it's one special vessel as big as a flatcar or thousands of a production item—in a hurry! More than 50 years' experience in steel fabrication is your guarantee of Butler quality.

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Devoted to the Industrial Development of the South and Southwest

Volume 123 March 1954 Number 3

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"loyalty, enthusiasm, cooperation, friendliness, ability"

. . . he's describing the type of workers he found in The Land of Plenty

R. P. Lukens, *of*
MERCK & CO., Inc.

the modern Merck Plant at Elkton, Virginia

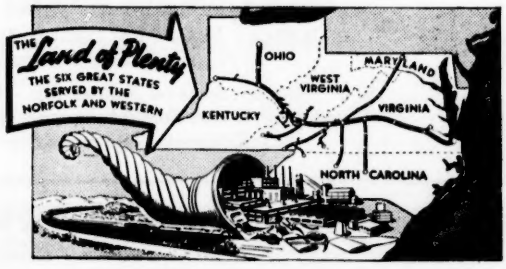
In a recent address Mr. Lukens, formerly Vice-President for Production and now consultant, said:

"I would like to emphasize the characteristics of the workers who have come to us and stayed with us at the Elkton plant. Loyalty, pride in their jobs, enthusiasm, cooperation, friendliness, ability and desire to learn. Just another small highlight, which certainly has a bearing on type of labor, is that we have recently worked over 2½ million manhours without a lost-time accident. It certainly takes cooperation to the greatest degree in order to accomplish such a record."

Many manufacturers who have moved into The Land of Plenty are enthusiastic about its manpower advantages. Workers here are intelligent and adaptable in skilled, semi-skilled and unskilled categories . . . they turn out an unusually impressive per-man-production record . . . they're "home-rooted" and stay on the job . . . many sons following their fathers "into the plant."

High-caliber manpower is only one of the many industrial advantages offered by the territory served by the N. & W. Let the Norfolk and Western's plant location specialists tell you exactly what this expanding, highly-productive industrial region offers for your particular type of operation. There's no obligation . . . you will be served promptly and in confidence. Write, wire or call THE INDUSTRIAL AND AGRICULTURAL DEPARTMENT, Drawer MR-636 (Telephone 4-1451, Ext. 474), Norfolk and Western Railway, Roanoke, Virginia.

YOUR TRAFFIC MANAGER is a transportation specialist. Transportation is a major factor in good plant location. Consult your traffic manager about good plant sites.



Norfolk and Western RAILWAY

BUSINESS TRENDS

Decline Heaviest in East

Pending clarification of current recessional effects, it may be of interest to review business conditions in the various geographical regions of the Country. Reports are as follows:

NEW ENGLAND

Heaviest production loss is being experienced among textile mills, with electrical equipment the second place loser. In local areas, big drops in production are reported for metal fabrication, machinery, rubber and instruments.

In the woodworking states, lumber shows considerable weakness, but paper output apparently is holding up fairly well.

MIDDLE ATLANTIC

For the fourth consecutive month, and probably for a fifth, the three states of this group showed net declines in manufacturing output.

Peculiarly enough, Transportation Equipment which shows such acute weakness in other regions is holding up very well in the Middle Atlantic.

Weakest spots probably are machinery, electrical machinery and ordnance, with all three being seriously affected by cutbacks in government orders.

Other losses are occurring in fabricated metals, stone-clay-glass, furniture and scientific instruments. Any let down that has occurred in the Nondurables Group appears to be strictly of a seasonal nature, with the possible exception of Apparel.

The current period marks the first time in ten years that this group of states has not improved its manufacturing position over that of the previous year.

EAST NORTH CENTRAL

Sorest hit of all, these five highly industrialized states are all reporting outputs substantially below a few months back, and below the same period a year ago.

A shrinkage in new orders has reduced output of steel, machinery, electrical machinery, ordnance, and transportation equipment, consisting chiefly of automobiles and parts.

Other Durable groups, with the possible exception of Stone-Clay-Glass, also are down, but less precipitously.

Nondurables are holding up well and serve to keep the general manufacturing level pretty much in line with that of the Nation at large.

WEST NORTH CENTRAL

Except for those states heavily engaged in production of Farm Machinery, this group of seven states is maintaining output at a relatively high level.

Nondurables are down slightly, but strictly in accordance with seasonal trend.

Except for Farm Machinery and Transportation Equipment, Durables are ahead of a year ago.

While manufacturing losses have been steady for four consecutive months they have not been especially heavy, and signs indicate a general leveling of output at current averages.

SOUTH ATLANTIC

These seven states of the South have taken some cuts in Manufacturing output, but they have not been as serious as those in the more highly industrized sections, and most of them are largely of a seasonal nature.

However, conditions have varied among these states.

In West Virginia, all Durable groups except Glass are in decline. Nondurables, on the other hand, are showing surprising strength, mainly in Chemicals, Apparel and Printing.

In Virginia, almost the opposite is the case. Nondurables are outstandingly weak with current strength being centered in the Furniture industry. Tobacco manufacturing is weak in this state as in all others.

In the Carolinas, manufacturing as a whole is substantially down from previous months, but textiles, found to be extremely weak in other areas, are holding up fairly well in these, their chief strongholds.

In Georgia, manufacturing output as a whole has been gradually declining since last August. Losses are apparent in Food, Chemicals, and Textiles, with the first due largely to seasonal effects.

Florida alone appears to be in the midst of a small manufacturing boom of its own.

While this condition can be traced to substantial additions in citrus fruit processing, it is a situation that is quite refreshing in the midst of general decline almost everywhere else. Substantial gains also are being made by Florida's total Business Volume, with Realty & Finance and Service contributing giant shares.

EAST SOUTH CENTRAL

These four states are surprisingly stable during heavy declines elsewhere. Although some decline is taking place, it appears to be more seasonal and normal than in other sections. Construction, aided by government projects, is helping to hold up the general level of economic activity.

WEST SOUTH CENTRAL

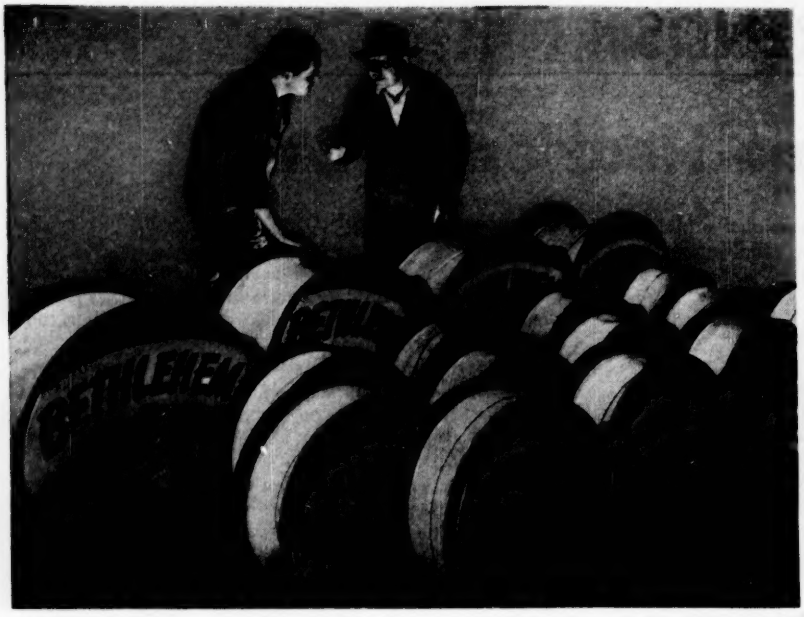
Here is another stable section, with some manufacturing groups actually surpassing year-ago records. Transportation Equipment, devoted chiefly to Shipbuilding and Aircraft, is ahead of last year, and down but little from previous months.

Business Volume as a whole is substantially above 1952 in this region.

MOUNTAIN & FAR WEST

What has been reported of the West South Central also is true of these other regions. Having grown substantially in industrialization since the last war, these Western states are taking the current let down with relative stability. Lumbering is down in the sections devoted to this industry, and Primary Metals are in a slight slump, but less so than in other areas.

(Continued on page 9)



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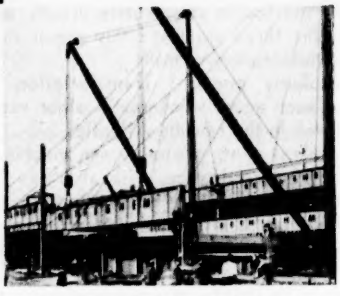

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BETHLEHEM, PA.

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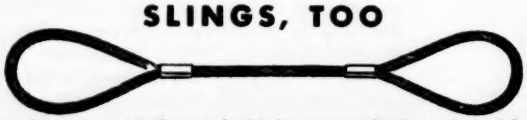
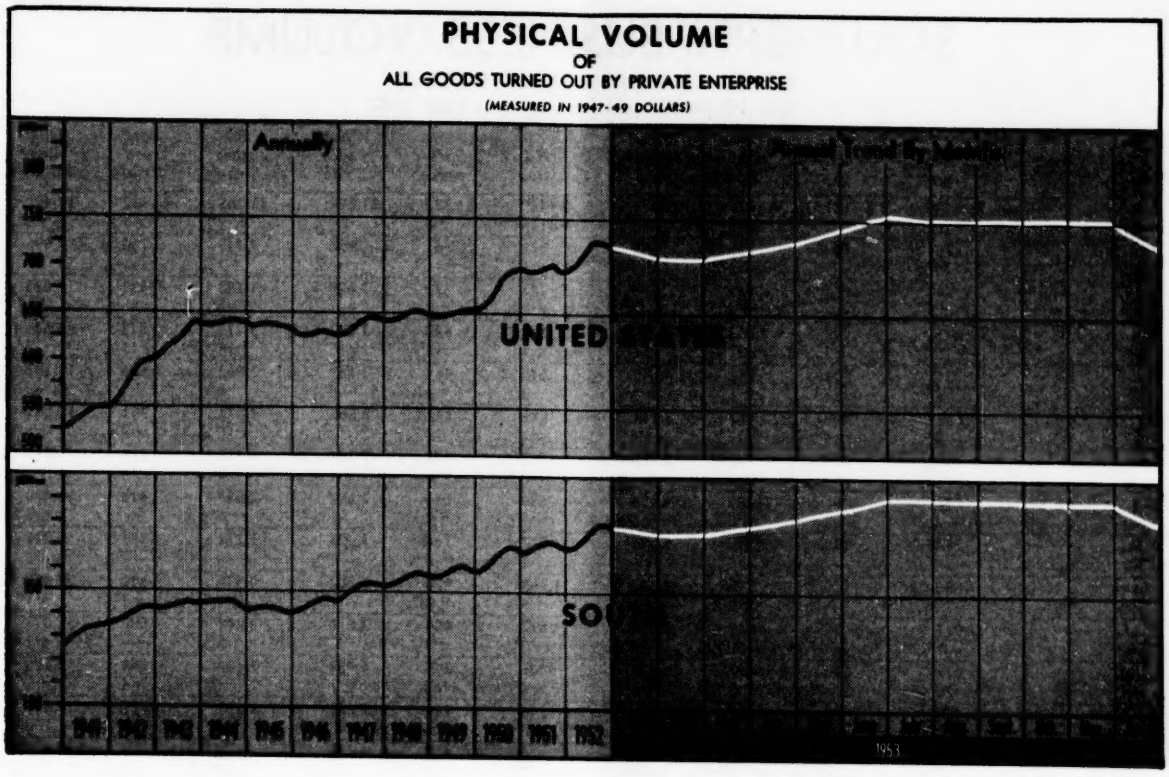


All sizes, all types . . . single-part, braided, grommet, bridle, and special. If your particular lift requires study, ask for the services of a Bethlehem engineer. He'll be glad to give you all possible help.



Regional Indicators

(*Continued from page 7*)

Farm Marketings ($ Mil.)

	Dec. 1953	*Nov. 1953*	*Dec. 1952*
South	$1,229	$1,261	$1,271
Other States	$1,745	$2,226	$1,284
United States	$2,974	$3,487	$3,055

Mineral Output ($ Mil.)

	Dec. 1953	*Nov. 1953*	*Dec. 1952*
South	$ 555	$ 559	$ 572
Other States	$ 489	$ 491	$ 498
United States	$1,044	$1,050	$1,070

Construction ($ Mil.)

	Dec. 1953	*Nov. 1953*	*Dec. 1952*
South	$ 890	$ 976	$ 896
Other States	$1,772	$2,020	$1,738
United States	$2,662	$2,996	$2,634

Manufacturing ($ Mil.)

	Dec. 1953	*Nov. 1953*	*Dec. 1952*
South	$ 4,761	$ 4,809	$ 5,713
Other States	$16,669	$16,917	$18,101
United States	$21,430	$21,726	$23,214

National Indicators

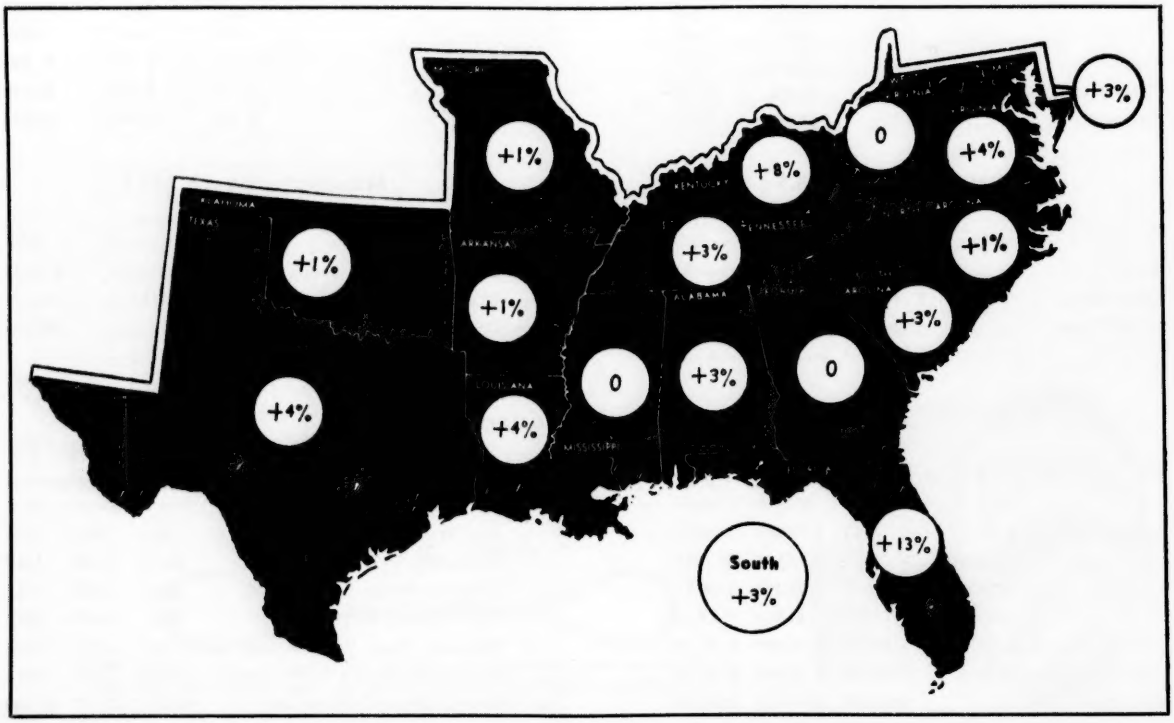
	Latest Month	*Previous Month*	*Year Ago*
Personal Income ($ Bil.)	$ 284.7	$ 285.9	$ 280.6
Ave. Weekly Earnings (Mfg.)	$ 71.78	$ 71.60	$ 72.14
Consumer Credit ($ Mil.)	$ 28,896	$ 28,252	$ 25,827
All Inventories ($ Mil.)	$ 81,034	$ 81,266	$ 77,109
Mfg. Inventories ($ Mil.)	$ 46,719	$ 46,899	$ 44,190
Trade Inventories ($ Mil.)	$ 34,315	$ 34,367	$ 32,919
Bank Debits ($ Mil.)	$168,587	$141,115	$165,115

	Latest Month	*Previous Month*	*Year Ago*
Ave. Weekly Hours (Mfg.)	40.1	40.0	41.7
Carloadings	2,413	2,797	2,671
Consumer Prices ('47-'49=100)	114.9	115.0	114.1
Retail Prices ('35-'39=100)	209.1	208.9	209.6
Wholesale Prices ('47-'49=100)	110.1	109.8	109.6
Construction costs ('47-'49=100)	123.0	122.9	120.6
Electric Output (mil. kw. hrs.)	45,052	42,317	42,389

SOUTHERN BUSINESS VOLUME

Business Volume By Regions ($ Million)
Year 1953 with gain (or loss) over Year 1952

	Farming	*Mining*	*Construction*	*Manufacturing*	*Utilities*	*Finance*	*Wholesale Trade*	*Retail Trade*	*Service Trade*	*Business Volume*
Ala.	$ 518 —10%	$ 131 —2%	$ 479 even	$2,971 +3%	$ 469 even	$ 338 +8%	$1,899 +1%	$2,265 +9%	$ 332 —1%	$9,402 +3%
Ark.	620 —13%	109 —9%	226 —12%	940 +3%	273 +1%	141 +11%	958 +4%	1,449 +7%	180 —1%	4,896 +1%
D. C.	— even	1 even	282 +4%	234 —1%	291 +3%	376 +2%	1,625 —1%	1,783 +1%	331 even	4,923 +1%
Fla.	545 +10%	77 +3%	1,063 +21%	1,362 +6%	648 +3%	620 +18%	3,023 +15%	3,773 +14%	573 +11%	11,684 +13%
Ga.	736 —8%	33 even	612 +5%	4,017 +2%	640 +3%	484 +6%	3,182 —8%	2,967 +8%	526 +1%	13,197 even
Ky.	632 —8%	409 —14%	622 +37%	3,111 +7%	521 +2%	271 +10%	2,565 +12%	2,473 +10%	357 +2%	10,961 +8%
La.	439 —10%	824 +4%	773 +24%	3,188 +5%	712 —2%	333 even	2,281 +4%	2,419 +4%	354 +6%	11,323 +4%
Md.	282 —2%	18 even	1743 +5%	4,199 +5%	639 +1%	557 +7%	2,692 —1%	2,852 +4%	438 +1%	12,420 +3%
Miss.	769 even	130 —2%	219 —9%	1,076 +1%	227 +2%	135 +10%	1,071 —7%	1,231 even	171 —2%	5,029 even
Mo.	1,086 —10%	100 —6%	791 +3%	6,357 +6%	1,163 +4%	935 +6%	8,202 —1%	4,531 +1%	892 +2%	24,057 +1%
N. C.	1,017 —7%	24 even	817 —10%	6,594 +2%	627 +2%	404 +4%	3,810 +3%	3,240 +5%	500 +4%	17,033 +1%
Okla.	622 —20%	618 +8%	417 +5%	1,825 +6%	446 +4%	299 even	1,958 +1%	2,164 +4%	349 —4%	8,698 +1%
S. C.	428 —9%	12 even	702 +2%	2,801 +2%	246 +2%	203 +20%	1,205 +3%	1,851 +8%	227 +4%	7,675 +3%
Tenn.	584 —10%	60 —15%	697 +14%	3,552 +8%	536 +1%	412 +6%	4,149 +1%	2,875 +2%	493 +8%	13,358 +3%
Tex.	2,077 —9%	3,380 +5%	2,252 +8%	10,591 +3%	2,046 +2%	1,531 +7%	9,724 +4%	9,782 +7%	1,630 +6%	43,013 +4%
Va.	525 —14%	117 —14%	782 +8%	4,471 +3%	749 even	531 +16%	2,505 +7%	3,173 +5%	463 +2%	13,316 +4%
W. Va.	169 —11%	842 —10%	207 even	1,796 +1%	463 even	175 +9%	1,123 +3%	1,532 even	228 +2%	6,535 even
South	11,049 —8%	6,885 even	11,684 +6%	59,085 +4%	10,696 +1%	7,745 +8%	51,972 +2%	50,360 +5%	8,044 +4%	217,520 +3%

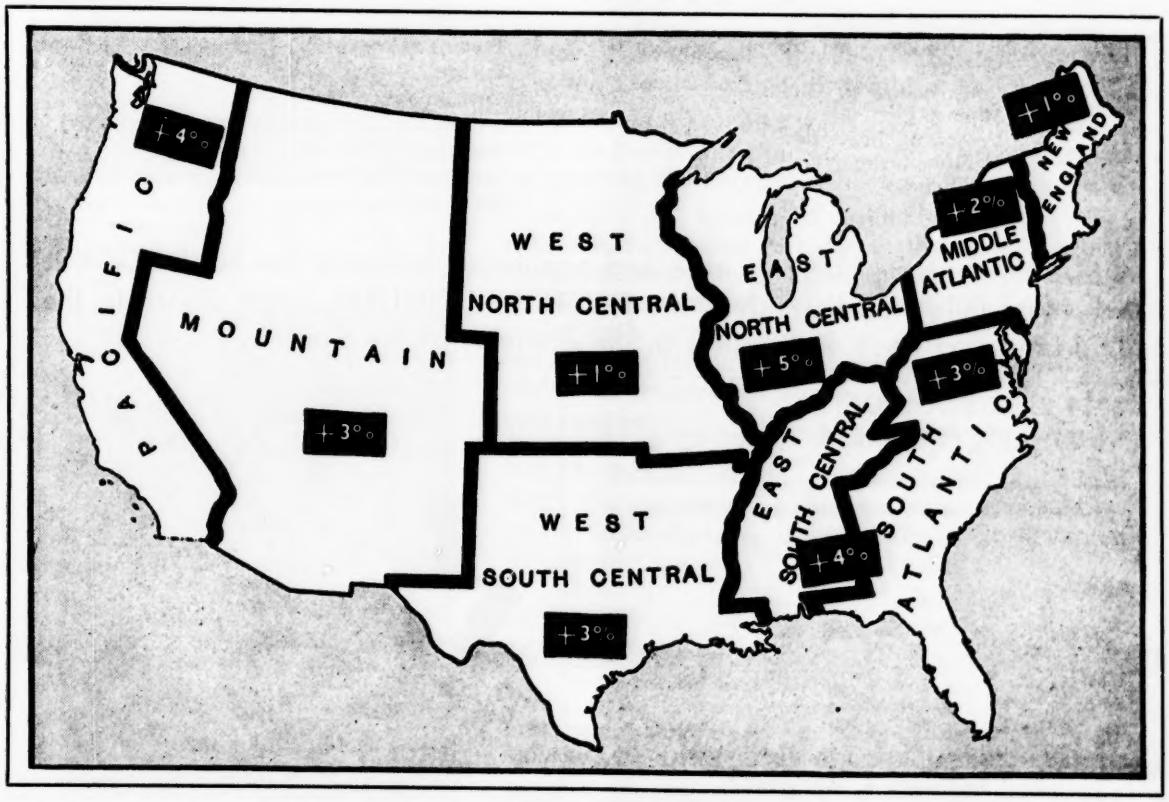


NATIONAL BUSINESS VOLUME

Business Volume By Regions ($ Million)
Year 1953 with gain (or loss) over Year 1952

(Continued from page 9)

	Farming	*Mining*	*Construction*	*Manufacturing*	*Utilities*	*Finance*	*Wholesale Trade*	*Retail Trade*	*Service Trade*	*Business Volume*
New Eng.	$ 797 —8%	$ 47 even	$1,865 +1%	$19,166 +3%	$1,861 even	$2,487 +5%	$10,018 —9%	$11,846 +7%	$1,863 +3%	$49,950 +1%
Mid. Atl.	2,170 —5%	1,180 —7%	6,410 +6%	63,633 +3%	8,905 +3%	9,513 +2%	64,303 +1%	34,227 +3%	9,089 even	199,430 +2%
E. N. Cen.	6,090 —5%	971 —3%	6,883 +4%	84,539 +8%	7,745 +4%	6,245 +4%	49,771 +4%	37,672 +2%	7,056 +4%	206,972 +5%
W. N. Cen.	8,024 —8%	1,041 +10%	2,709 +3%	20,391 +4%	3,714 +3%	2,687 +5%	24,535 even	16,160 +1%	2,542 +4%	81,803 +1%
S. Atl.	3,805 —6%	1,125 —9%	5,362 +3%	26,231 +3%	4,414 +1%	3,441 +10%	19,590 +1%	21,642 +6%	3,355 +4%	88,965 +3%
E. S. Cen.	2,503 —5%	730 —11%	2,017 +13%	10,710 +6%	1,753 even	1,156 +8%	9,684 +3%	8,844 +5%	1,353 +3%	38,750 +4%
W. S. Cen.	3,758 —12%	4,931 +5%	3,668 +9%	16,544 +4%	3,477 +1%	2,304 +5%	14,921 +3%	15,814 +6%	2,513 +6%	67,930 +3%
Mount.	2,217 —11%	1,490 +3%	1,378 +5%	4,258 +4%	1,534 +3%	787 +9%	5,090 +4%	6,037 +6%	1,016 +4%	23,807 +3%
Pacif.	3,625 —9%	1,272 +2%	4,207 +15%	24,804 +6%	4,018 +5%	3,457 +6%	20,454 +2%	18,535 +6%	4,194 +4%	84,566 +4%
U. S.	32,989 —8%	12,787 even	34,499 +6%	270,276 +5%	37,421 +3%	32,077 +5%	218,366 +1%	170,777 +4%	32,981 +3%	842,173 +3%



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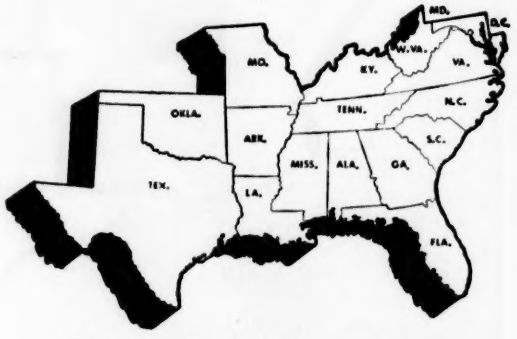
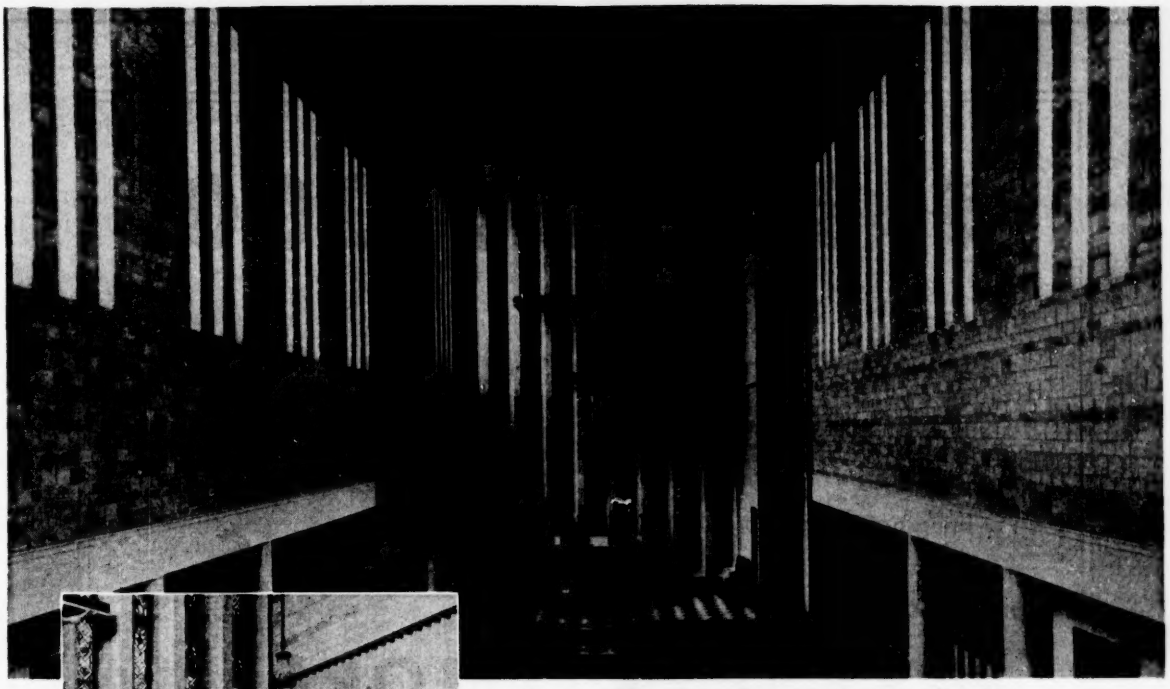
ADDRESS .....

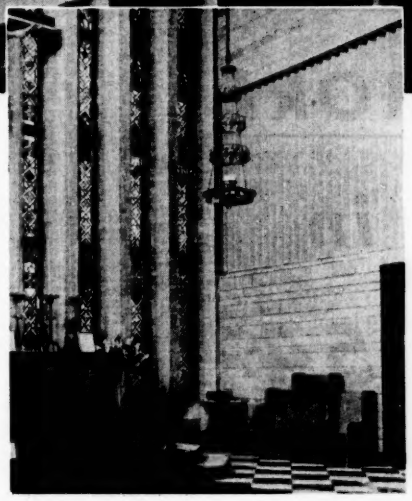
CITY AND STATE .....

MANUFACTURERS RECORD PUBLISHING CO.
Baltimore 3, Maryland

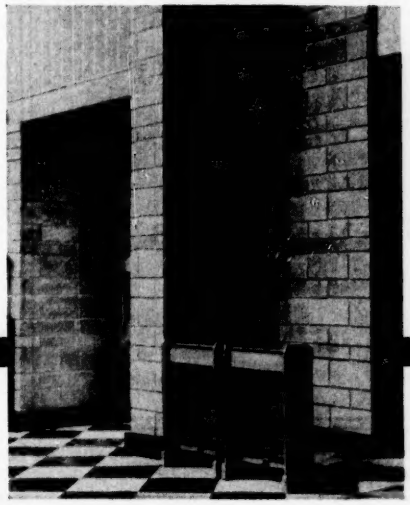


Comprehensive Data for each of the 16 Southern States shown in above map.





THE HOLY TRINITY CATHOLIC CHURCH—
Architect: Samuel J. Collins, Staunton, Va.; General Contractor: Robert R. Marquis, Portsmouth, Va.; Masonry Contractor: Ham Glenn, Grottoes, Va.



SIMPLICITY...

The Essence of Beauty

There is dramatic beauty in this new, Norfolk, Virginia Church . . . structural beauty that was achieved economically through simplicity of design and the use of Solite lightweight masonry units.

Solite masonry units were used to form an array of distinctive wall patterns . . . and were even used to construct the impressive hexagon-type pillars.

AND . . . because of Solite, this lovely new edifice has a hushed reverence. The smooth, even-textured Solite units absorb over 50% of room noise . . . serve as natural insulators, too. And these interior walls won't rust or stain. All this plus economy of construction . . . because Solite units are ½ lighter than natural aggregate blocks.

REGARDLESS OF WHAT TYPE OF CONSTRUCTION YOU'RE INTERESTED IN — CONSULT YOUR ARCHITECT for the many advantages and economies of using Solite Masonry Units and Solite Lightweight Structural Concrete.

SOLITE®

P. O. Box 1-J
Richmond, Virginia

OR

1817 Liberty Life Bldg.
Charlotte, N. C.

PLANTS AT AQUADALE, N. C. BREMO BLUFF, VA.

NEW AND EXPANDING PLANTS

COMPILED FROM REPORTS PUBLISHED IN THE DAILY CONSTRUCTION BULLETIN

ALABAMA

BESSEMER — Chipman Chemical Co., Bound Brook, N. J., let contract to Brice Building Co., Birmingham, for new plant. Contract for steel tanks let to Birmingham Tank Corp.

BIRMINGHAM—American Cast Iron Pipe Co. plans $20,000 foundry building.

BIRMINGHAM — Nehi Bottling Co. let contract to Earl A. Boudrow for garage at 225 Center St., N. Long & Gatling, Brown-Marx Building, Archts.

OPELIKA—Southern Bell Tel & Tel. Co., Phenix Bldg., Birmingham, plans dial office building addition. Armistead & Saggus, 1311 Candler Bldg., Atlanta, Archts.

SYLACAUGA — Foremost Dairies let contract to Motes Construction Co., Sylacauga, at $68,400 for cooling room and shop.

FLORIDA

DADE COUNTY—Central Industrial Warehousing, Inc., 3590 N. W. 71st St., let contract to Industrial Bldg. Corp., 3590 N. W. 71st St., for $192,000 warehouse, 7100 N. W. 36th Ave.

DADE COUNTY—Uricho Development Co. let contract to J. G. Moretti, Inc., 2401 N. W. 7th St., Miami, for auto sales and service building, J. D. Ball Motors, 9000 Central Blvd. Watson & Deutschman, 409 Chamber of Commerce Bldg., Miami, Archts.-Engrs.

GAINESVILLE—Director of Public Utilities received bids for power plant building additions.

MIAMI — Bessemer Properties, Inc., 1317 Biscayne Blvd., received bids for service station, N. E. 2nd Ave. & 15th St. Seward D. Legge, 60 N. W. 51st St., Miami, Archt.

MIAMI—Shaw Bros., 3033 N. W. North River Drive, let contract to Edward A. Wallace, 74 E. 3rd St., Hialeah, for $22,000 service station at 222 N. W. 37th Ave., Robert K. Frese, 8340 N. E. Second Ave., Miami, Archt.

MIAMI—Southern Tile Co., 2500 S. W. 28th Lane, let contract to Leiman W. Batten, 2530 S. W. 87th Ave., for $36,210 warehouse, 2520 S. W. 28th Lane. Tyrus T. Tripp, 1520 Ponce de Leon Blvd., Archt.

GEORGIA

ATHENS — General Time Corp., 109 Lafayette St., New York 13, let contract to Daniel Construction Co., Inc., Greenville, S. C., for new plant. Walter Kidde Constructors, Inc., 140 Cedar St., New York, Archts.-Engrs.

ATLANTA—Chevrolet Division of General Motors Corp., T. H. Keating, general manager, plans expansion of Atlanta plant.

BREMEN—Cluett-Peabody Co. let contract to Fiske-Carter Construction Co., Box 1251, Spartanburg, S. C., for additions and alterations to plant. Robert & Co., Associates, 96 Poplar St., N. W., Atlanta, Archts.

ATLANTA—H. W. Lay & Co., Inc., P. O. Box 4265, let contract to J. A. Jones Construction Co., 133 Ellis St., N. E., Atlanta 3, for food processing plant. Summer Locatell & Co., 12 Third St., N. E., Archt.-Engr.

CHAMBLEE — Anchor Post Products received bid from Tim McCarthy, 5346 Powers Ferry Road, N. W., Atlanta, at $22,222 for office and warehouse. David S. Cuttino & Assocs., Atlanta, Archts.

MACON—Central Bedding Co. let contract to N. Thatcher Watson, 251 Riverside Drive, for $64,300 manufacturing plant and office. Jackson R. Holliday, Macon, Archt.

MILLEN — Wade Woods of Virginia to construct wood-working plant.

KENTUCKY

BOWLING GREEN — Marietta Concrete Corp., Marietta, Ohio, plans fifth plant at Bowling Green. Will serve Kentucky, Indiana, Tennessee area.

LEXINGTON — Kentucky Utilities Co. plans steam electric plant at Dix River Dam.

LOUISVILLE—The Mengel Co., Alvin A. Volt, pres., plans $700,000 expansion program at Louisville and Laurel, Miss.

LOUISIANA

BATON ROUGE—Esso Standard Oil Co. plans $12,000,000 fluid hydroformer refining unit at refinery.

BATON ROUGE — Gulf States Utilities plan expenditure of $17,000,000 on new production and distribution facilities this year.

NEWELLTON — Board of Aldermen received bids for gas transmission and distribution system.

NEW ORLEANS — Anheuser-Busch, Inc., St. Louis, Mo., plans large brewery in Jefferson Parish, estimated to cost between $15,000,000 and $20,000,000.

SHREVEPORT—Lee Dry Goods Co., Inc., received bid from Southern Builders, Inc., for $316,000 warehouse at 2440 Linwood Ave. Ralph O. Kiper, Archt.

MARYLAND

BALTIMORE — Esso Standard Oil Co., Boston & Dean Sts., let contract to Graver Tank & Mfg. Co., 424 Madison Ave., New York, for $5,000 water tank.

BALTIMORE—McLean Trucking Co. proposes to build trailer ship if ICC gives approval. Bethlehem Sparrows Point Shipyard will build the ship.

New and Expanding Plants
Reported in February, 1954
82
Total For
First Two Months of 1954
200

BALTIMORE — National Bohemian and National Premium Beer, Jerold C. Hoffberger, president, continuing expansion program.

BALTIMORE—United Biscuit Co. of America, North St. & Melrose Park, Chicago, Ill., received bid from The Davis Construction Co., 320 W. 24th St., for food products terminal at Strickland St. & Caton Ave.

BALTIMORE—Harry C. Weiskettle, 4901 Pulaski Highway, let contract to Class, Greenwood & Class, Inc., 3304 Willoughby Road, for $5,500 garage, 4801 Pulaski Highway.

MISSISSIPPI

CLARKSVILLE — Mayor and Board of Commissioners received bids for addition to textile plant. Pritchard & Nickles, Tunica, Miss., Archts-Engrs.

JACKSON—Century Mfg. Co. let contract to B. E. Walker, Jackson, for sewers and sewage lift station at new plantt, $48,409.

JACKSON—Swift & Co., Union Stockyards, Chicago, 11., Construction Dept., received bids for packing plant on S. Gallatin St.

LAUREL—The Mengel Co., Alvin A. Volt, pres., plans $700,000 expansion program at Laurel and Louisville, Ky.

STARKVILLE—City to construct plant for Lockport Felt Co. Johnston & Jones, Starkville, Archts.

NORTH CAROLINA

Old Town Telephone System, Inc., Reynolds Road, Winston-Salem, received bids for telephone project N. C. 502-B.

AHOSKIE — Ahoskie Industrial Development Co., Inc., plans cutting and sewing plant. Loewenstein-Atkin Assoc., Greensboro, N. C., Archt.

BUTNER—John D. Latimer, Architect, for company planning textile finishing plant and warehouse, est. cost $800,000.

CHARLOTTE—Charlotte Grocers Mutual Corp. let contract to J. A. Jones Construction Co. for warehouse on Raleigh St., off Highway 29, few miles North of city. J. N. Pease & Co., Archt.

CHARLOTTE — Kroehler Mfg. Co., Charlotte, let contract to J. A. Jones Construction Co., Charlotte, for plant addition. J. N. Pease & Co., Charlotte, Archt.

CHARLOTTE — Marietta Concrete Corp., Marietta, Ohio, plans expansion and modernization of Charlotte plant.

FORSYTH & STOKES COUNTIES — Old Town Telephone System, Inc., 700 S. College St., Charlotte, received bids for rural telephone project, North Carolina 502-B.

HIGH POINT—Cellulose Products Co. has been formed to take over operation of Cellucrepe Company.

HIGH POINT — Grand Rapids Varnish Corp., Howard C. Lawrence, president, to expand plant, warehouse, studio service and delivery facilities. Everett C. Bryant appointed branch manager.

JACKSONVILLE — Public Works Office, Naval Base, received bids for telephone exchange building, Petersfield Point, New River, NO.-81599.

LEXINGTON—City of Lexington let contract to Modern Welding Co., Owensboro, at $565,765 for natural gas distribution system.

MARS HILL—Hammarlund Mfg. Co., Inc., 460 W. 34th St., New York, let contract to C. M. Guest & Sons, Greensboro, N. C., for $200,000 plant.

MORGANTOWN — Town let contract to Harrison-Wright, Charlotte, at $373,839 for improvements to electric distribution system.

SPENCER—National Container Corp. let contract to Wagoner Construction Co., Salisbury, for $600,000 plant.

OKLAHOMA

SEMINOLE—Southwest Bedding Co. has been established by K. T. Stillwell.

SOUTH CAROLINA

CHARLESTON — Fort Sumter Chevrolet Co. received bids for sales and services garage bldg. Simons & Lapham, Charleston, Archts.

CHARLESTON — Southern Railway Co. plans to rebuild Union Station.

FLORENCE — Binswanger & Co., Richmond, Va., received bid of $26,225 from General Engr. Corp., Florence, for alterations and additions to building.

TENNESSEE

CHATTANOOGA—Gilman Paint & Varnish Co. let contract at $92,753 to T. U. Parks Co., 1700 Kirby Ave., for warehouse. James G. Gauntt, Archt.

CHATTANOOGA — Harry A Levin plans commercial recreational project, rental cottages, etc., on Chickamauga Lake. Cost estimated at $75,000 to $100,000.

DOVER—Chamber of Commerce negotiation for location of $50,000 garment plant.

MEMPHIS—Atlas Powder Co., Wilmington, Del., to build million dollar food emulsifier plant.

(Continued on page 16)

NEW AND EXPANDING PLANTS

(*Continued from page* 15)

UNION CITY—American Metal Products Co. received bids for addition to plant. Bransford & Nickles, Archts.

TEXAS

AMARILLO—American Telephone & Telegraph Co., Long Lines Dept., plans second section of proposed radio relay route to extend about 1,000 miles from Amarillo to Los Angeles. Company recently filed application for initial section of route from Amarillo to Albuquerque, N. M.

AMARILLO — Shamrock Oil & Gas Co., First National Bank Bldg., received bid from Randall Construction Co., Amarillo Bldg., for $42,967 service station, N. E. 8th on Highway 66. O. L. Johnson & Assocs., Amarillo Bldg., Archts.

BOVINA—Sherley Grain Co. plans elevator.

CONROE — Warren Petroleum Corp., Tulsa, Okla., let contract to O. L. Olsen Co., Houston, at $2,000,000 for petrochemical plant.

CONWAY—Fred W. Hagarman plans grain elevator.

CORPUS CHRISTI — Mrs. V. Lozano let contract to Hinchberger Construction Co., 245 N. Port St., to construct UHF Channel 22 TV Station, Studio Building. Brook & Anderson, 210 Jones Bldg., Archts.

DALLAS — Dallas Power & Light Co. plans $586,000 housing project.

ENNIS—Southern Bell Telephone Co. received bids for dial and office building, Crocket & S. McKinney St., Preston M. Goren, 1607 Fort Worth National Bank Bldg., Archt.

FT. WORTH—Vandervoorts Creamery received bid from Horace O. Duncan, 2917 Braun St., at $38,231 for additions and alterations. Preston W. Geren, 1607 Ft. Worth National Bank Bldg., Archt.

HAPPY — Harman-Toles Elevator Co. plans $50,000 grain elevator.

HEREFORD — Pittman Grain Co. plans grain elevator.

HEREFORD—Sears Grain Co. plans grain elevator.

KERRICK — Kerrick Elevator Co. plans grain elevator.

LAKETON—Laketon Wheat Growers plan construction of elevator.

PORT ARTHUR — Gulf Oil Corp. plans new ethylene plant and new platforming unit at refinery.

SAN ANTONIO — Southwest Foundation for Research and Education received bid of $69,641 from Hal Baylor for fleet service garage building No. 58. O'Neil Ford, 228 E. Market St., Archt.

TEXAS CITY — Pan-American Refining Corp., Texas City, plans refinery. Hugh Ernest Gragg, 2007 Schulle, Austin, Archt.

TEXAS CITY—Texas City Chemicals, Inc., plans major expansion program in 1954 to cost approximately $100,000,000.

TYLER—St. Louis Southwestern Railway Lines, H. J. McKenzie, president, Tyler, let contract to O'Rourke Construction Co., 1001 Commerce St., Dallas, for $743,000 office building for Southwestern Transportation Co. Job No. 4502. Wyatt C. Hedrick, T & P Passenger Station Bldg., Fort Worth, Archt.-Engr.

UMBARGER — Umbarger Co-operative Elevator Co. plans $50,000 grain elevator.

WHITE DEER — Barnett Elevator, Inc., plans grain elevator.

VIRGINIA

ROANOKE—C. & P. Telephone Co. of Va., let contract to J. H. Fralin & Son, Roankoe, for building, Sec. "A." Merrill C. Lee, Richmond, Archt.

WAYNESBORO — General Electric Realty Corp. (G. E.) received bids for factory and office building.

Mississippi P&L Plans Huge New Plant

L. P. Sweatt, president of Mississippi Power Company, has announced that the company plans to build at a future date a huge generating plant on the Gulf Coast. The initial unit will have a capacity of approximately 100,000 kilowatts with the design providing for an ultimate capacity of 500,000 kilowatts. Cost of the first unit is estimated to be approximately $15,000,000.

Seven hundred acres of land has been acquired on Big Lake, Biloxi River and Fritz Creek for the plant site. Exploratory work to determine the best foundation location will be undertaken in the near future. The site of the proposed plant is about three miles north of Highway U. S. 90 midway between Gulfport and Biloxi.

The plant will be so designed that natural gas, oil or coal can be used as fuel. Construction of plants of this type generally require about three years, Mr. Sweatt stated.

Let's talk about your business in SOUTHERN CITY, U.S.A.

Certainly Southern City, U.S.A., offers industry many advantages—expanding markets, capable employees, ample electric power at reasonable rates, excellent living conditions and a mild climate, to name only a few.

But do you know how your business or industry best fits into this pattern of progress?

Let's discuss the possibilities in this area from your viewpoint. Experience gained in serving thousands of businesses and industrial plants, qualifies us to talk about your business not in generalities but in specific terms.

SOUTHERN CITY, U.S.A.

This is Southern City, U.S.A. our way of expressing as a unit the vast Southeast area served by the four associated electric power companies in The Southern Company System.

The area served by the following companies:

ALABAMA POWER COMPANY,
Birmingham, Alabama

GEORGIA POWER COMPANY,
Atlanta, Georgia

GULF POWER COMPANY,
Pensacola, Florida

MISSISSIPPI POWER COMPANY,
Gulfport, Mississippi

★ ★ ★

THE SOUTHERN COMPANY,
Birmingham • Atlanta

Address your inquiry to the Industrial Development Department of any one of the power companies listed above.

LITTLE GRAINS OF SAND

"Little drops of water, little grains of sand,
Make the mighty ocean, and the pleasant land."

Unwarranted Executive Pressure. The nation is witnessing quite an unusual spectacle as some members of Congress make pilgrimage after pilgrimage to the White House to have the wording of a stubstitute for the Bricker Amendment dictated to them by the State Department.

The Constitution vests exclusively in the Congress the authority and responsibility for amendments. It gives to the President no function whatever, not even veto power. President Eisenhower, himself, recognized this, as reported in the Minority Judiciary report, when he said that he "did not have to make any decision, since the Constitutional amendment is enacted by two-thirds of each House and three-fourths of the states, a procedure that ignores the President." It is as improper for the State Department to misuse its office to dominate the action of Congress on the Bricker Amendment as it would be to attempt to pack the Supreme Court. The leftish columnists, commentators and internationalist newspapers, demanding "Presidential leadership," have been singing a siren song for Executive dictatorship.

In history, many Republics have perished, sometimes by military dictatorship, but generally by reason of the erosion of legislative power by the Executive branch. If the State Department, speaking through the White House, is now permitted to block an effective Bricker Amendment, the way will be wide open for a future President to establish one-man rule by way of treaty law.

Optimism. No one really knows how fast the atomic age will come or the extent of the economic and social revolution it will bring. But if we had to take sides in the controversy between the optimists and the pessimists, we would side with the optimists, because the industr'al history of this country supports that view.

Who dreamed in 1900 that in a generation America would be transformed by the automobile and the airplane? And who in 1920 dreamed that in another generation an electronics industry would bring still another transformation? And who dreamed of the wealth these and comparable developments would bring for all? A few did dream all these things, but in their time "optimists" would have been a charitable word for them.

But now that we have these developments, what is often overlooked is the key to their rapidity and diversity. The key is competition—not only competition between companies trying to make money, but also the rarefied intellectual competition that goes on in laboratories and that can exist only in an atmosphere of freedom.

The American Way. The first major step is being taken toward liquidation of the RFC, provided for by Act of Congress last year.

> There can be no personal liberty without private property. A man without property becomes a dependent of his relatives or of the government.

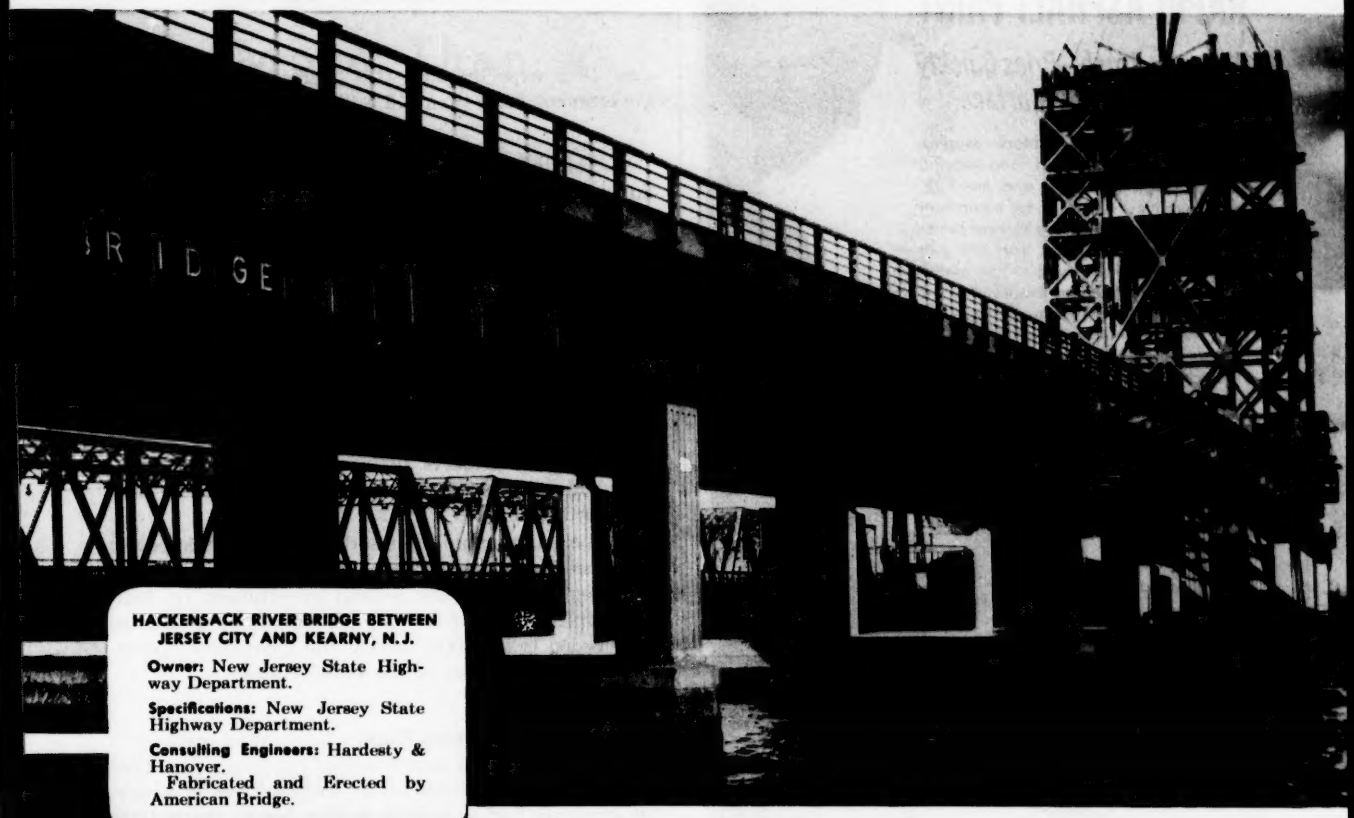
The big problem in effecting liquidation is the outstanding loans under $100,000. There are around 3,500 of these, aggregating about $100 million. Two-thirds are under $25,000. To liquidate these through ordinary procedures, using a staff of government employees for this purpose, would cost more than the government would get in interest by 1960.

To find a way out, Administrator Cravens, a banker from St. Louis, turned to private enterprise. A pool is being organized to take over the major portion of these loans. Banks throughout the country have been invited to buy shares in the pool and will receive a return on their investments as interest is paid and the loans are liquidated. Local banks and the Federal Reserve System will act as fiscal agents.

A special committee of bankers is helping set up the organization and will advise on procedures and poli-

(*Continued on page* 20)

AMERICAN BRIDGE spans the Hackensack again!



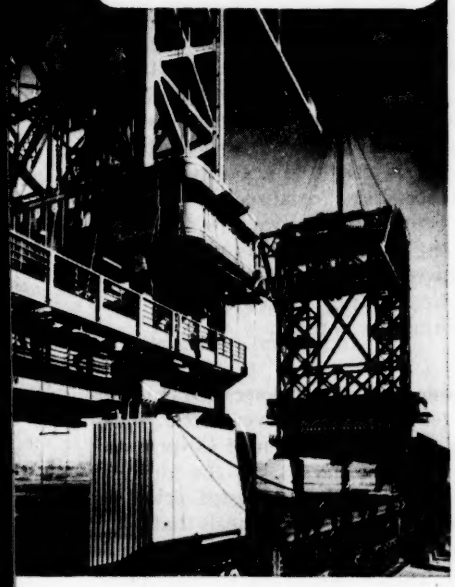
HACKENSACK RIVER BRIDGE BETWEEN JERSEY CITY AND KEARNY, N.J.

Owner: New Jersey State Highway Department.

Specifications: New Jersey State Highway Department.

Consulting Engineers: Hardesty & Hanover.

Fabricated and Erected by American Bridge.



Providing broader roadways and wider channel, new structure on U.S. Routes 1 and 9 between Jersey City and Kearny speeds highway and river traffic!

SPANNING the Hackensack is getting to be a habit with American Bridge. We've done it twice in less than two years. Completing in 1952 a 5613-ft. structure with a 375 ft. plate girder main span on the N. J. Turnpike near Laurel Hill, N. J.; and this year, building a new bridge over the same river on heavily travelled U. S. Routes 1 and 9 between Jersey City and Kearny for the New Jersey State Highway Department.

Replacing a lighter, narrower bascule bridge, the new wider, higher Hackensack River Bridge is an important contribution to both highway and river traffic in this busy industrialized area. The new bridge increases the channel width and shortens operating time and traffic delays.

Carrying two 36-foot roadways, a 4-foot center mall, and two 6-foot sidewalks, this 1,480-ft. bridge is dominated by a 222-ft. thru truss lift span that is supported by towers 149′ high and 81′4″ wide. Seven thousand tons of structural steel were used in the bridge, all of which was fabricated and erected by American Bridge.

These Hackensack bridges are recent examples of American Bridge engineering, fabricating and erecting "know-how." If you would like to know more about the advantages of American Bridge construction, contact our nearest office.

AMERICAN BRIDGE DIVISION, UNITED STATES STEEL CORPORATION, GENERAL OFFICES: 525 WILLIAM PENN PLACE, PITTSBURGH, PA.

Contracting Offices in: AMBRIDGE · ATLANTA · BALTIMORE · BIRMINGHAM · BOSTON · CHICAGO · CINCINNATI · CLEVELAND · DALLAS · DENVER · DETROIT · ELMIRA · GARY MEMPHIS · MINNEAPOLIS · NEW YORK · PHILADELPHIA · PITTSBURGH · PORTLAND, ORE. · ROANOKE · ST. LOUIS · SAN FRANCISCO · TRENTON UNITED STATES STEEL EXPORT COMPANY, NEW YORK

AMERICAN BRIDGE

USS

UNITED STATES STEEL

LITTLE GRAINS OF SAND

(*Continued from page* 18)

cies. It is expected that this operation will save the government more than $15 million in liquidation costs.

A Sensible Partnership. The electric utility industry is demonstrating it can and will pay its share of costs in building new hydro-electric power projects if the federal government will accept the help of private companies on a partnership basis.

Nine western private utilities have offered to put up $125 million to finance the power phases of the $1 billion government-proposed Colorado River storage development.

Their proposition is simple. While private industry finances the power installations, the government pays the cost of the projects' features which have no tangible yield of direct revenue, such as the conservation and control of flood waters.

Such a partnership plan with private electric power firms can have a two-pronged effect: first, a reduction in expenditures by the federal government on individual projects, and second, creation of new sources for needed tax dollars among the companies operating the power phases of the installations.

Paternalism Comes High. Last year each soft coal miner produced an average of 7½ tons a day. That meant that in addition to his wage of $18.25 a day, his employer had to contribute $3 a day to the welfare fund. The royalty is 40 cents a ton. Welfare added more than 15 per cent to the total wage bill of the industry. For this the miners got a lot of benefits.

But even taking these benefits into consideration, it is well to remember that at a cost of 15 per cent of payrolls Mr. Lewis has been unable to give his people anything approaching the cradle to grave security offered by the British socialists. Socialized medicine and all the rest of the claptrap of the welfare state have been presented to the American people as something to be achieved at the expense of rather trifling payroll taxes. John Lewis' experience makes liars of these promisers of something for nothing.

Making a Beginning. Dairy farmers are not altogether responsible for the dilemma over butter. What is really at fault is the entire system of Government crop supports started back in 1933 in the guise of emergency legislation. These have boosted prices of corn, other grains and the high protein meals that dairy farmers feed their cows in order to increase the milk flow. Since equitable support levels for all farm products are almost impossible to work out in a manner fair to everybody, these programs have produced one crisis after another in agriculture.

Dairy products are, of course, a special case. Secretary Benson's action does not affect support prices on

(*Continued on page* 22)

Welcome

is More Than a Sign in Alabama Communities

"WELCOME" is an essential ingredient in a new industrial location—that kind of welcome that makes itself known by the tone of the voice, the sparkle of the eye and the warmth of a handclasp. This friendly *attitude* of welcome has been experienced by many locating in Alabama.

Besides a wholehearted welcome, Alabama—located in the center of a large market area—offers such physical necessities as satisfactory sites, transportation, adequate help and raw materials.

Your inquiry, addressed to our Industrial Development Division, will bring you facts about communities well adapted to your type of manufacturing operation.

INDUSTRIAL DEVELOPMENT DIVISION

Alabama Power Company

Birmingham, Alabama

Helping Develop Alabama

LITTLE GRAINS OF SAND

(*Continued from page* 20)

basic parity crops. Corn, for example, a major feed item, will remain high under 90 per cent levels for another year or so.

The President and Mr. Benson have now made it plain they do not intend to go too far too fast in switching over to a more sensible farm policy. But Mr. Benson has also demonstrated that the goal of flexible supports is not to be a phantom, displayed at intervals at a distant horizon while one reason after another is found for postponing active pursuit of it. The day will come, we are sure, when not only the nation as a whole, but the dairy farmers themselves will thank him for it.

The Right to Move. A new demand which union labor leaders are attempting to include in many new contracts is concerned with the right of management to transfer a plant to a new locality. The unions are gunning for such "runaway" plants.

Up in Danbury, Conn., the hatters' union has been conducting a strike for months, to prevent an employer from moving to another city. The importance attached to this issue by other unions is shown by the contributions which they have been making to the strike fund.

Any concession by the owners on this issue will have far-reaching repercussions everywhere. Unions will want to be consulted on any transfer or decentralization of facilities, and will have established a precedent for their demand.

Power of the Purse. There have been improvements in our Federal budgeting process, and the machinery for handling the President's task of getting his requests to Congress is in reasonably good shape. But under the Constitution, Congress has final and complete authority over all funds spent by the Treasury, and Congress has done very little to equip itself for the huge job entailed by today's multi-billion dollar budgets. Where the Administration has tens of thousands of people to make up and justify requests for money, the Appropriations Committees of Congress have a mere handful to review the requests. It is no wonder, then, that the process often bogs down; and that some little items attract much attention while some major programs go through with virtually no review.

Hawaii. The President advocates admission of Hawaii as the 49th State of the Union. This is objectionable from several viewpoints. First, it has been the established policy of this nation since it was founded to admit to statehood only territories contiguous to other states. Second, it has been the settled policy to admit as states only territories where the population was homogenous with the population of the United States—which the population of Hawaii is not. Third, it has been the settled policy to admit as states only those territories whose size, resources and general economy gave promise of adding to the strength and security of the nation. This is not true of Hawaii.

COULD YOU USE NEXT WEDNESDAY'S OUTPUT?

That'll be 15,000,000 pieces. Fifteen million nuts, bolts, screws and rivets is one day's output from Republic's Bolt and Nut Division.

One machine, every minute turns out 5,000 blanks for nuts. The small bolt shown above is only $\frac{3}{16}$ inch, actual size. Some of the Republic bolts used in Hoover Dam were so heavy a man could hardly lift one. Bolts 8 feet long don't cause the quiver of an eyebrow at Republic.

Newest type bolt machines cut the steel to length, then head, trim, point and thread in one operation. Over twenty grades and analyses of steels, including alloys and stainless, are used.

Republic's Bolt and Nut plant in Cleveland is the largest fastener plant under one roof in this country. Yet it is only one of many plants in which Republic pits its own steels against the ordeal of end use.

Our steel recommendations to you are born of our fabricating experience; are backed by the widest range of standard steels and steel products offered by any steel company; are supported by our metallurgical experts, available to help you make the most of your processes.

REPUBLIC STEEL

GENERAL OFFICES • CLEVELAND 1, OHIO

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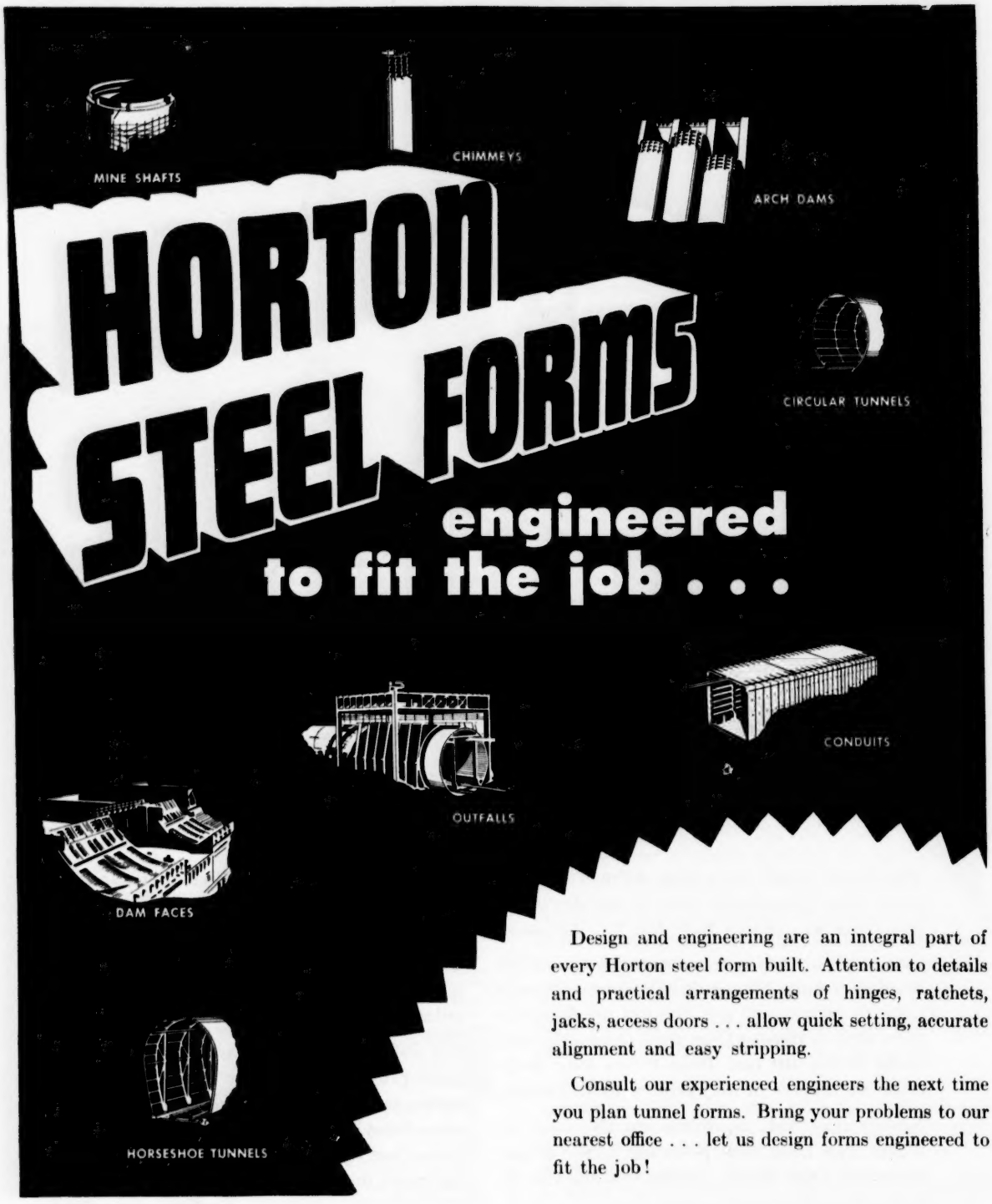

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"What Enriches the South Enriches the Nation"

Don't Sell America Short

Except for the months of war in Korea the early part of last year and the befogged and uncertain international situation, Americans can look back at 1953 as one of the best and most prosperous years in the history of this great nation. During 1953, Americans, in almost every walk of life, continued to improve their individual standards of living.

What about 1954 and the future years?

Breast-beating demagogues, professional unioneers, believers in statism with its dictatorial implications, and their camp followers would have us believe that our national economy now is teetering on the brink of a bottomless abyss. Teetering indeed, unless we permit them to pull us back temporarily from this chasm which they and their predecessors created during the past two decades.

Actually, we believe their concern is not one for the national welfare, or even the welfare of the misguided whom they claim to represent. Their concern is the quest for personal power.

It is true that not even the most optimistic believers in America's future can expect a steady rise in profits, salaries and wages to continue forever without interruption. Of necessity, there must be an occasional pause, or even retreat, in order that gains made may be consolidated and made permanent. The history of the United States shows economic and social progress such as the world has never before seen in spite of numerous recessions and occasional depressions. Business conditions could fall considerably from the present high level of prosperity and still be good. Contrast the present 3 million listed now as unemployed with the pre-war, Roosevelt "recovery" years with their 7 to 10 million out of work and the present business picture looks pretty good. When we remember that the potential pool of employables in the latter half of the 1930's was less than two thirds that of the present, today's picture becomes even more rosy.

Because Americans have so freely purchased so many things during the past few years, many commodities are now being sold almost entirely on a replacement basis. It will require the introduction of new models of old products and aggressive advertising and selling to stimulate continued buying at anywhere near the rate of previous years. Most companies have long anticipated this condition and are prepared to meet it. At the same time they are pouring millions into research and development of new products.

In appraising prospects for the year 1954, alert businessmen will take notice of some simple, basic population statistics. Families, not individuals, are the big consumers of much of America's manufactured goods and the formation of new families is at a comparatively low point—a reflection of the low birth rate of the early 30's. With the decline in the formation of new families and with most present consumption of capital goods on a replacement basis, demand for many consumer commodities will be off from previous years. Some of the slack will be taken up in other directions, in highways and roads, schools and public buildings, to mention only a few.

An upswing in the formation of new families will not be experienced for another two or three years. There is bound to be a sharp upswing before 1960 which should bring with it a demand for all types of goods far beyond anything we have previously seen.

The American economy has rightly been called a dynamic economy. With continued peace even though it be an uneasy one, and with a continuation of the type of business-like government we are now receiving, our economy should continue its steady upward climb. The climb for the present may not be as dramatic as that of the past several years, but it is based on a firmer foundation than we have had in more than two decades. Any appraisal of the long range possibilities of our nation can only be optimistic.

Declining Money Rates A Powerful Market Factor

Importance of spot business conditions and unemployment have been over-emphasized in evaluation of common stocks.

By Robert S. Byfield

Financial Editor

BOTH the short term and the long term trends in common stock prices are determined by many factors. The condition of business and industry at any given moment must be given much weight in making any evaluation. During the past seven or eight years other influences have been far more important. At the moment one of the most potent propelling forces is the steady decline in money rates since mid-1953. As a result, U. S. Government and also municipal and corporate bonds have risen substantially. For example, the 30-year U. S. Treasury 3¼s 1978-83 have, at this writing, reached 108, a new high since issuance and over 9½ points above the June 1953 low of 98-14/32. This move, in the opinion of some government bond specialists, is little short of fantastic and represents one of the most striking price movements on record. Naturally, good grade industrial and public utility preferred stocks have been buoyant.

Under these circumstances it is difficult to visualize an important setback in the quotations for high grade common stocks. As might be expected, investors have favored so-called "blue chips" and other quality issues during recent months. However, there are always "special situations" which have received particular attention. On the other hand, most cyclical stocks, such as the steels, automobile accessories and non-ferrous metals, have not performed well and this pattern will probably continue until the investing public is convinced that the business outlook is becoming brighter.

While the exact details of the forthcoming internal revenue bill will not be known for some time, some minor tax reduction appears in the cards. Tax reductions have traditionally acted as a constructive force in the securities markets and there should be no exception to this pattern in 1954. The relief from the double taxation of dividends mentioned in this column last month has been modified somewhat by the House Ways and Means Committee, but not importantly, and the principle has been preserved.

It is our opinion that entirely too much stress has been placed upon the employment situation and in the constant spot checking of the state of business. A good physician does not take his patient's pulse every 15 minutes, unless he is at death's door, which our economy certainly is not. So much attention has been given to employment in the press and on the air that its trend will effect security prices psychologically during the next four to six weeks. Unfortunately, the pertinent facts and statistics with respect to employment are being obscured by emotionally colored statements made by people who have axes to grind. We have previously called attention to the fact that there are many people in public life and elsewhere who have a vested interest in a sizable business recession. Of course, no one publicly announces that he is in favor of a depression any more than he would be in favor of sin or corruption.

The employment facts are not difficult to ascertain, although it is natural that statistics may lag behind actual conditions. The Federal Bureau of Labor Statistics of the Department of Labor in Washington concerns itself with employment, labor, wages and hours and other statistics with respect thereto on a national basis. New York State has had a long experience with unemployment benefits and there the State Department of Labor includes a Division of Employment in which similar statistics and records have been kept for many years. This Division of Employment, like its counterparts in other states, cooperates and maintains close liaison with the Department of Labor in Washington and furnishes figures for New York State to it at regular intervals.

Taking New York State as an example, because of the facility of obtaining figures, we find that October is usually the best month for employment. With certain exceptions, New York State follows a pattern similar to that of the nation as a whole. The unemployment situation worsened steadily between October 1953 and January 1954, not only with respect to the number of people receiving unemployment benefits, but also in the percentage of new claims being filed in relation to the old claims in force. It seems, however, that the outlook at this writing is encouraging. February will prove to be a better month than January, and, in fact, January may prove to have been the low point for employment in the current period. We are informed by the Division of Employment that the improvement began considerably earlier than expected, namely around January 8th, and there is a belief that this improvement will continue until at least the middle of March. After that time the New York State pattern may differ somewhat from that of the entire United States because of the importance of the garment industry with certain seasonal characteristics. We have some feeling that Detroit may be somewhat atypical for the time being, although if the Spring market for motor cars does not perk up we would become less cheerful. Our general conclusion is that the statistical picture is better than the newspaper headlines have indicated.

The era of "peace scares" with which we have been plagued for a good many years seems to have passed. It looks as though the American public in general and the average investor in particular are now convinced that the cold war is here to stay. They are beginning to realize that actual hostilities in Korea did not represent the focal point of Soviet aggression. It was merely something more spectacular than political warfare. Attention has now been focused on Indo-China where the attrition of International Communism still claims wide attention. For some time after Stalin's death there was a belief in supposedly well informed quarters that the long term strategy of the Kremlin would be changed and that Malenkov would be the instrument for better relations with the West. Students of Marxism-Leninism placed no credence in this because it made little sense. Events during the last half of 1953 and so far in 1954 have seemed to indicate that while short term tactical plans may have been altered by the Malenkov regime, the long term strategy of world domination has not been altered. Washington has resigned itself to a patient long term posture so far as defense is concerned. The initial shock of cancellation and rearrangement of certain armament contracts has been dissipated. This has been strikingly attested to by the performance of the shares of companies directly effected.

What all this trend means for the securities markets is that there will be no drastic change in the magnitude of defense spending. Whatever adjustments may be made will be on comparatively a small scale and, of course, unfortunately, this will not permit any important tax reductions. The odds seem largely on the side of stability insofar as this segment of the economy is concerned.

Atlanta Boasts New Industrial District

THE first fully planned industrial district in the Southeast is now ready for sale in Atlanta, Georgia as improvements reach the construction stage. The first section of 800 acres, designed by Robert and Company Associates, extends for three miles along the east bank of the Chattahoochee River.

When complete, the Fulton Industrial District will offer advantages not presently available in the fast-growing markets of the seven states (North Carolina, South Carolina, Georgia, Florida, Tennessee, Alabama, Mississippi) comprising the Southeast. A population which increased 13.6 per cent between 1940-50 has bettered that rate of growth since the last census and its increase in per capita income has kept ahead of the national average.

An average flow of 2500 second-feet in the Chattahoochee River will provide "wet" industries with the softest water (ph average 6.8) available for processing purposes. The Fulton Industrial District will be serviced by the Water Department of the City of Atlanta at a cost of over $350,000 including a 4 million gallon reservoir to maintain pressure and volume at all times.

Railroad facilities are assured as both the Atlantic Coast Line and Southern Railway now have petitions before the Interstate Commerce Commission seeking to serve the area. Adjacent to the District on the north is the Fulton County Airport handling planes up to and including DC-3's, a distinct advantage to those industries using company planes for service to their customers or whose executives find it more convenient to make branch plant visits by personal plane. The airport may also be used for air-freight, an asset where speed of delivery service is essential.

To assure adequate highway facilities, a Georgia State Highway, No. 74, has been relocated along its north-south axis. It will connect at its northern and southern terminals with other arterial highways comprising the intermediary belt line around the City of Atlanta. An expressway has been planned to connect the southern edge of the District with the expressway system of Atlanta which will give fast direct access to the center of the city, Five Points, as well as to the principal highways. The former destination is only eight miles from the Fulton Industrial District.

Sewerage is provided through the Metropolitan Sewerage System which will construct a new disposal plant to serve the requirements of the industries located in the District.

Ample power is assured by the Georgia Power Company, a branch of the Southern Company, at rates lower than the national average. Generating facilities are being increased in the Atlanta area by the construction of three 100,000 KW units at Rome.

There is a practically unlimited supply of natural gas available for industrial users from the Atlanta Gas Light Company at rates as favorable as may be found elsewhere than the gas fields themselves.

The quality of the labor supply is the highest in the United States. Whether their high production record is due to the modern equipment they operate in the plants established in this area, or to the profound sense of inner satisfaction they possess upon completion of a job well done in a community environment conducive to a well-rounded life fulfillment, is difficult to say. Few areas can point to less than ½ of 1 per cent of total manhours lost during 1953 to work stoppages as Georgia can.

Atlanta is one of the foremost distribution points in the southeast. It is fast becoming the foremost branch plant headquarters also as the growth of the southeastern markets justifies expanded facilities. More than 3,300 nationally known industries have branch plants or major regional offices and distribution points in the immediate Atlanta area.

This modern approach to supply the needs of industry is not mere accident. As early as 1950 the potentialities of this former institutional area as an industrial center were recognized by the Fulton County Planning Commission. Surveys were made by the staff. The area was zoned for industrial use. The County Commissioners appointed the Industrial Authority Committee headed by the late Joseph C. Greenfield.

Under the enthusiastic interest of the city's business leaders the drive to completion began. George H. Brodnax, Vice-President of the Georgia Power Company, became Chairman in 1953 of the Committee which included R. L. MacDougall, President, MacDougall-Warren Co., Frank Shaw, Managing Editor of the Industrial Bureau, Atlanta Chamber of Commerce, Archie Lindsey, Chairman, Fulton County Commissioners, Lane Hubbard, Assistant Vice-President, Southern Bell Telephone and Telegraph Co., Everett Millican, Division General Manager, Gulf Oil Co., Ernest Roberts, Vice-Chairman, National Paper Co. and Harllee Branch, Jr., President Georgia Power Co.

Activity increased to the point that the industrial Authority Committee appointed Paul van T. Hedden as Executive Director last November. Mr. Hedden has long been associated with the development of the area having made the original studies for the Planning Commission as Director of the Staff. The County Commissioners have provided funds for the Committee and the various departments of the County headed by the Public Works Department are cooperating one hundred per cent.

The entire industrial development will be set in a ring of wooded parks in which recreational facilities available to the daytime population of the District will include both active and passive provisions for young and old.

FULTON INDUSTRIAL AUTHORITY COMMITTEE—Seated l. to r.: R. L. MacDougall, Pres. MacDougall-Warren Co.; G. H. Brodnax, V.P. Georgia Power Co.; Frank Shaw, Atlanta Chamber of Commerce; Archie Lindsey, Chairman Fulton County Commissioners. Standing: P. van T. Hedden, Exec. Dir.; Lane Hubbard, Asst. V.P. Southern Bell T&T Co.; Everett Millican, Div. Gen'l. Mgr., Gulf Oil Co.; Ernest Roberts, Vice Chairman, National Paper Co.

Planned Attack on Office Costs Can Produce Large Economies

By Sidney Fish

Industrial Analyst

FOR over ten years, management has been conscious of a steady rise in office costs. Little has been done, however, to attack the problem energetically, because profit margins have usually been adequate, and management was not forced to economize.

But today, increased competition and diminishing profit margins in many lines have made it necessary to survey every area in which costs can be reduced. While many economies are still obtainable in the factory, through the installation of better materials handling methods, more modern machinery, etc., the office presents an even more fertile field for cost cutting. For in most cases, the attack on office costs has been less energetic than the approach to factory and distribution costs.

In general, office labor is less expensive in the South by as much as $5 to $10 a week than in leading northern cities. But big economies are not obtainable in the Southern office, nevertheless. Too often, management has cut costs speedily in the factory, but even where economies have been demonstrated to be obtainable in the office, necessary steps have not been taken. In large part, this attitude stems from unwillingness of management to put into effect layoffs and retrenchment in the office, while such measures have become traditional in the factory, whenever economies are needed to improve profit margins.

This sympathetic or "soft" attitude towards office workers is understandable, because of the growth of close relationships between management and the white collar workers in many companies. But actually, the tight labor market still exists in many cities for stenographers and other types of office help. Economies could be effected, and persons laid off could get new jobs fairly quickly.

In any event, if a survey does show the possibility of making worthwhile economies in an office, a program can be mapped under which other personnel managers in a city can be approached, with a view to providing jobs for any workers laid off, or severance pay can be offered.

During the last 50 years, the proportion of office workers to factory workers has risen from about one to twenty-five to one to four. Over 12 per cent of our workers today are found in the office. Since 1940, the ratio has risen from about one to nine and salaries of office workers have doubled. In other words, the number of office workers has been rising about twice as rapidly as the number of production workers. Between 1940 and 1950, clerical and similar workers increased from 4.3 million to 6.7 million—biggest gain of any major occupation.

This startling rise in office personnel results from several developments. In the first place, management is placing greater reliance on statistics and other controls, to assure the right moves in production and marketing. Such controls involve a vast amount of paper work. And second, management has apparently been less alert to mechanize office procedures than it has been to mechanize factory methods.

Beyond doubt, paper work is frequently necessary—for invoices, receipts, payroll forms, inter-office communications, etc. But much of it is repetitive and tiresome. The proportion of high school and college graduates has been increasing in this country, and for such groups tedious office jobs result in restlessness. The next ten years may well see personnel problems developing in the office not unlike those which were witnessed in the factory during the 1930's and 1940's. Unions are pressing hard to organize white collar workers, although the progress has been small until now.

One office equipment manufacturer estimates that the capital investment for each factory worker today runs from $2,000 to as much as $20,000, and in some cases to as much as $85,000 (The latter is the figure estimated for the Fairless Works of United States Steel Corporation, in Pennsylvania). As against such a per worker figure in the factory, it is estimated investments in office equipment rarely averages as much as $1,000 per worker.

The mechanization of the office is moving ahead rapidly, through the introduction of new types of tabulating and accounting machines, including new electronic devices. The office of 1970 will function far differently than the office does today. A revolution in office work is long overdue.

But management cannot afford to wait for equipment producers to develop new types of office appliances that will reduce the labor content of various kinds of paper work.

Many things can be accomplished to reduce office costs, entirely aside from the purchase of cost-cutting equipment.

Here is a simple, over-all approach advocated by management engineers, to eliminate waste in the office:

1. Find out the operations that are being performed by each worker.

2. Analyze these operations, and eliminate such paper work as investigation shows to be unnecessary.

3. Where the paper work cannot be eliminated, simplify it so that it can be performed more quickly.

4. Set work standards for each individual performing a repetitive, measurable job. In some cases, such work standards are being combined with incentive pay plans. Industry is still approaching such pay incentives cautiously; although several individual companies have reported outstanding accomplishments with the use of office incentives.

For example, introduction of time study and incentives in office work at Pitney-Bowes, Inc., Stamford, Conn., increased one group's output 65 to 117 per cent in a short time.

Similarly, at Montgomery Ward & Co., in Fort Worth, Texas, a measured day work type of plan has been put into effect. About 85 per cent of all time card employes have been placed on engineered standards. The company reports a saving of 20 to 40 per cent on each activity placed on such standards. At the same time, annual labor turnover was reduced to about one-half of the rate shown for retail business in the United States, indicating the popularity of the incentive system.

The most important consideration in any cost reduction program is to attack the problem on an over-all basis, rather than piece-meal. There are so many areas in which costs can be reduced in the average office, that it is easy for management to concentrate on a few of these, and thus overlook some of the more basic considerations. The main goal should be to achieve a substantial general reduction in paper work, by eliminating needless activities.

Unless surveys are made periodically, paper work tends to increase in volume. If an executive, for example, asks for a report which has never been prepared before, in the following month, that report will probably be prepared again, without waiting for the executive to ask for it. Even where executives have asked that certain paper work be discontinued, it is not unusual for the work to be continued, either through oversight, or because of job turnover and failure to instruct new workers that the report is not needed any longer.

Frequently, a basic change in maintaining inventories will make it unnecessary, for example, to continue to send weekly reports to salesmen on the size of shelf stock for individual products.

The Standard Oil Company of California, for example, has developed a company-wide program of simplification that has achieved important results. The company estimates that one-third to one-half of all administrative, accounting and clerical activity, characterized as paper work, is either useless and outmoded;

represents duplication of records already maintained; comprises excessive analyses and statistics, employs as substitutes for sound judgment and courage; or is cumbersome and poorly designed.

Standard Oil has developed a step by step procedure through which a work simplification survey of office activities may be conducted. In every job studied, these questions are asked: What is being done? Is it necessary? If necessary, what is the best way to do it?

Numerous economies were effected in each department, aside from a simplified organization. For example, cents were dropped in compiling figures for cost book statements. Formalized inter-office letters were discontinued, and instead longhand forms were adopted for such messages.

In addition to eliminating useless paper work, streamlining of office methods will result in economies. Here are just a few of the techniques which can be employed to cut costs:

1. Eliminate duplicate checking.
2. Make spot checks instead of 100 per cent checking or review of work.
3. Make forms as simple as possible.
4. Eliminate unnecessary letters.
5. Eliminate unnecessary signatures from forms.
6. Destroy unnecessary papers, and remove papers which are seldom needed to remote, low-rent buildings. Decide how long certain papers should be kept.
7. Use form letters instead of individual letters.
8. Make sure that the right kind of duplicating service is performed for each job.
9. Stagger peak loads wherever possible.
10. Round off statistical work in dollars.
11. Eliminate unnecessary copies of forms.
12. Combine forms wherever possible.
13. Eliminate unnecessary filing.
14. Use rubber stamps to replace writing, wherever possible.
15. Design office layout for proper flow of work to cut down paper handling and traffic.
16. Use functional furniture wherever possible.
17. Train personnel to write effective letters that stress brevity, yet which do a good public relations job for the company.

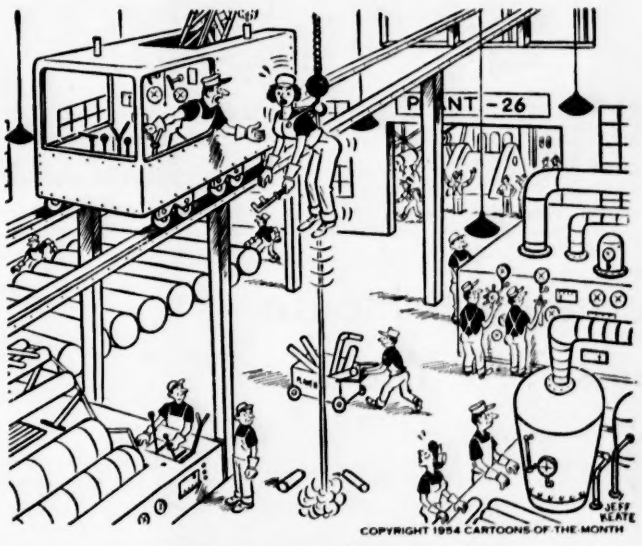
The establishment of work standards must be approached in a way that will insure loyalty and cooperation. The office personnel must be "sold" on the program before it is established. Usually such standards are based on the average time required by competent operators to perform repetitive jobs. In this way, work can be distributed more equitably, and arrangements can be made for peak loads. At the same time, when it becomes known that a work standard has been ascertained, performance usually improves.

Since office work is constantly changing, to meet the needs of business, management cannot afford to stand still after any given survey. New office layouts are constantly needed, to improve efficiency, for new reports are occasionally required, and old ones must be dropped.

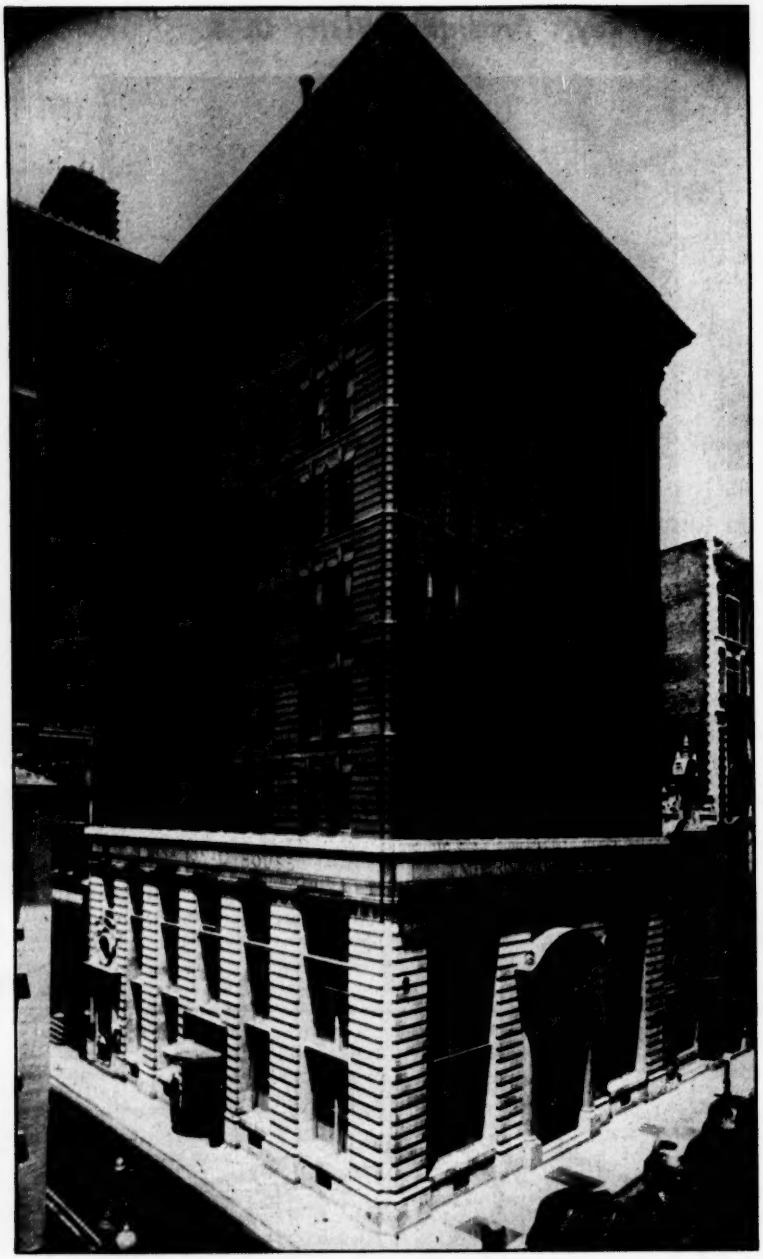
Where the need for economies is demonstrated, management should give one executive responsibility for carrying the program out within a given time. Unless this is done, procrastination may greatly reduce the results that can be achieved.

Turkey's President Visits U. S.

Celal Beyar, President of the Republic of Turkey, is shown sniffing some turkish aromatic tobacco, blended with American leaf, during his recent two-day visit to North Carolina, which climaxed his American tour. Photo was made at Liggett & Myers Plant at Durham, N. C.



"Estelle, I just had to see you!"



International House—Businessmen's club and world trade center in New Orleans —is a wartime dream that has become a highly successful reality.

International House Marks Ten Years

AT the turn of the year more than a thousand congratulatory letters and telegrams poured into International House of New Orleans. They came from governmental leaders and business executives all over the world on the occasion of the tenth anniversary of establishment of the unique organization which is composed of businessmen dedicated to the task of improving business and cultural relationships with the world.

There was a good reason for this flood of sincere good wishes and congratulations. In a single decade International House has brought about a change of pace in old New Orleans and made of it a bustling, progressive city and port, the envy of other major U. S. cities.

From a modest beginning where first plans were for a small luncheon club and business league where foreign visitors could be entertained and consulted, International House has grown into an institution with 2500 members, many of them scattered throughout the mid-continent United States and the world.

Today, as a global trading center, it provides private offices and bilingual stenographers for businessmen from all over the world. It also provides valuable trade contacts to visiting businessmen who have at their disposal all the facilities of a distinguished, dignified club.

Augmenting its efforts to promote world trade, International House early launched a cultural program which includes trade and travel missions to other countries, reciprocal visits by delegations from abroad and a comprehensive foreign student program which has brought thousands of students from abroad to study in U. S. colleges and universities.

This civic venture which President Eisenhower has termed a "majestic and tangible symbol of understanding" came into being when trade-minded Orleanians saw their port business boom during World War II and realized that they would have to hustle if they wanted to keep it busy after the war.

With outright contributions they bought a ten-story building in the heart of downtown New Orleans, converted the first three floors into dignified, tastefully appointed club facilities, and opened the doors of the world's first nonprofit clearing-house and meeting place for men engaged in international trade,

Visiting businessmen arriving in New Orleans from abroad or the mid-continent United States are given guest membership cards to International House, making available to them gracious dining rooms, a lounge, private office space complete with bilingual secretarial service for foreign businessmen, a world trade reference library with trained research staff, and guidance by experts in foreign trade who also provide trade contacts and information on purchasing, selling, shipping and traveling.

Nerve center of the organization is its World Trade Development Department. Here trade experts advise businessmen all over the world where to buy and where to sell their products or raw materials. Its files contain the desires of importers and exporters around the world and its activities are aimed at introducing U. S. businessmen to their counterparts abroad. It has already established over 300,000 such contracts.

Trade promotional activities of International House have been of major importance in the tremendous increase in port activities which have made the Port of New Orleans climb sharply from an all-time, war-time record business of $700,000,000 in 1945 to nearly two billion dollars annually at the present time.

With relatively small staffs and a budget of only $250,000 a year, International House has brought buyers and sellers together in business transactions that in-

volve countless millions of dollars, and has helped swell the port's business with cargo coming and going from and to ports all over the world.

Multi-million-dollar transactions heap prestige on the young trade organization but no request is too small to draw attention. A firm which once exported $4 worth of toy balloons to France received the same attention as the firm which sold $3 million worth of ships to a South American country.

Adjunct of IH is the International House, a global market-place.

A recent example of International House's trade promoting activity is seen in the movement through the Port of New Orleans in early January of 10,000 reels of Belgian barbed wire. The nearly 1,000,000 pounds of wire was imported by the Bob Stone Cordage Company and was the direct result of a trade contact supplied by International House.

"You may be interested," wrote Bob Stone, president of the Chariton, Iowa, cordage company, "to know that as a result of the contact you supplied we brought in through New Orleans nearly a million pounds of barbed wire from Belgium. We also brought in a similar amount in December."

The million pounds of wire earlier this year, following closely on the heels of a similar shipment late last year, is sound proof that much of the increased business through New Orleans results from International House's trade contacts.

Important part of IH is the Thomas F. Cunningham Reference Library.

International House has also conducted seventeen trade and travel missions to other countries to bring about better understanding of economic, historical and cultural conditions in those countries. These missions have visited Latin America in the past but the first such trip to Europe will take place in April when International House will take a group of businessmen and their wives to visit seven countries on a month-long swing through Europe aimed at stimulating business for New Orleans.

While on the tour, members of the group will have an opportunity to confer with governmental officials, civic, trade and business leaders and participate in four international trade fairs.

Its Thomas F. Cunningham Library is the finest trade reference library in the South and its staff has done research for and served thousands of businessmen throughout the world.

In the past few years delegations of businessmen from other major U. S. cities have visited International House to study firsthand the operation of International House and International Trade Mart, founded by the leaders and organizers of International House.

The International Trade Mart is a global marketplace and the nation's only merchandising center from which manufacturers can sell in both domestic and foreign markets.

Another service of IH—Visitor from abroad is provided with all the facilities he would have in his own office—desk, typewriter, telephone, secretaries, stenographer.

Industry's Move South Has Been a Long-Range, Logical Development

By Richard R. Harwood, Jr.
Vice President
Manufacturers Record Publishing Co.

IN the past few years, the business press and the newspapers all over the country have awakened to what is going on down South, industrially speaking. Special sections have been devoted to the subject in nationally distributed trade papers and business magazines, all heralding the arrival of this new industrial giant.

Some of these reports have been extremely well done, others have not been so good. Few, if any, in our opinion, have presented the complete picture and that, we suppose, is as it must be, because they are not as intimately concerned in the subject as we are, and have been, over a span of many years.

As a natural result of all this publicity, a certain amount of confusion has resulted. Misconceptions are inevitable when a report of this type is presented as an article of a dozen pages or less, no matter how efficiently and intelligently it is done, and in spite of the fact that everything that is said is true. The subject being dealt with is the economic history of an area, one-third of the total land area of this nation, and without the voluminous background that a long experience of concentration on the subject can afford, it is impossible to avoid giving the wrong impression in one way or another.

The misconceptions that we are referring to concern the much discussed and publicized "pirating" of industry from other sections of the country—particularly New England—by the Southern states. In an effort to clear the air we would like to present the following information pertaining to the present stature of Southern industry, how it got that way, and where it is going.

This region just recently entered the era of its greatest growth. Over the last 14 years, 1939 through 1953, the economic activity in the 16 Southern states reached previously unknown heights. The aggregate dollar value of Southern business volume of all types increased by 375 per cent. All other regions of the United States recorded an increase of slightly under 309 per cent, while the gain from the whole country was 324 per cent. Manufacturing output of the Southern states over the same period achieved a dollar gain of 428 per cent, from approximately $11 billion in 1939, to a little less than $60 billion last year.

This rate of growth compares with 376 per cent for the entire nation, a growth advantage of 52 per cent.

This is a good showing. It actually represents a 2.1 per cent gain for the South insofar as its portion of the nation's total manufacturing output is concerned. Southern manufacturing now represents 21.8 per cent of the national total. The South occupies one-third of our total land area, and has one-third of the population, so, to be truly on a par with national averages, and to have an economy that could be termed completely in balance, it is reasonable to assume that manufacturing output could also stand at approximately one-third of that of the nation.

This is the goal toward which the South has been and is moving, and as industry expands with new plants of all kinds going up, and manufacturing output increasing proportionately, incomes are climbing and new markets are being developed. *The South today is the most promising market in the world for goods and services of all types,* and this is the point to remember.

The proof of the recognition of this tremendous market by business outside the South has been evidenced by the ever increasing number of firms all over the rest of the nation that have spent and are spending millions of dollars each year for branch plants in the South, or who have moved and are moving their entire operation into the South. A survey conducted a few years ago by MANUFACTURERS RECORD brought out some very interesting facts in this connection. It was found that four out of five of the firms that answered our query regarding announced plans for new plants or the expansion of existing facilities had previously operated plants in the South, and approximately the same proportion reported that their home offices were in the South.

Why are these findings so important? Because it would appear that Southern business is responsible for a greater portion of Southern industrial growth than it has been given credit for and, of course, this in turn has a definite connection with the growth of the Southern market. Admittedly outside capital is welcome and still necessary to a degree, but in the process of growth Southern business is financing itself today to a far greater extent than is commonly realized. The fact is that Southern firms are finding Southern markets for their products, and this is a highly important contributing factor behind the area's growth. This in turn leads inescapably to the conclusion that more finished products are being turned out in the South. This has been the South's great need. It is also that part of its economy wherein its greatest opportunities still lie.

Finished products! This, simply stated, is the South's great objective, and to the extent that it has been attained to date it is responsible for the fact that industry is looking Southward. It is only logical that the South, or any region, must complete the chain of manufacturing processes from its raw materials into end products if it is to prosper. Too many raw materials and farm products produced in the South have been in the past, and still are today, to a lesser degree, shipped elsewhere for processing, and too many of its partly processed products have been shipped elsewhere to be manufactured into finished articles. The South is now prepared to adopt and nourish enterprises of the finished product kind, and coinciding with this capacity to support finished product industries is the growing discontent of manufacturers in the overcrowded areas of the North and the East. This discontent stems from many causes, not the least of which are subversive labor influences, work stoppages, high taxes, discriminatory state legislation, and above all, as mentioned before, the recognition of the tremendous new Southern market. With regard to all but the latter, the South offers an attractive contrast. With its preponderantly native born population, its labor problems are, comparatively speaking, almost non-existent. Industries are desired and sought after, and are being offered, and set up under, near ideal conditions with respect to location, taxation and legislation.

A great deal, by the way, has already been accomplished in the development of finished product industry. The chenille bedspread industry of North Georgia is a fine example of what has been done with Southern capital in creating a wholly Southern industry which, in dollar volume, has grown to more than $100,000,000 a year.

Other examples are not hard to find. The Georgia chinaware industry is one. Gordon Foods is another, and the South's first two newsprint mills at Lufkin, Texas, and Coosa Pines, Alabama, are others.

These are just a few of the examples that come to mind. For the comprehensive picture, remember that while it is true that all corporate income originating in the South does not remain there, the greater portion does, and it plays an important part in increasing the South's wealth and at the same time it makes the South more attractive to other industries.

At present the South's invested capital in non-durable goods, constitutes 72 per cent of the total. Had Southern industry been more fortunate in attracting capital for durable goods production, the picture would be even brighter. There are some industries in the durable goods group that appear to be developed to their full practical capacity. These include lumber, furniture, stone, glass, clay. But the same cannot be said for the remaining divisions of this group. It is in these latter divisions, made up chiefly of metal-based industries, that the greatest opportunities for development lie. There are glaring deficiencies within the primary metals division, even though the South is abundantly provided with all the necessary raw materials. With all its store of virgin lead

and zinc, iron ore, dolomite, limestone, and bauxite, and lacking only copper in large quantities among the raw material ingredients, the South could turn out a whole lot more than 15 per cent of the nation's supply of manufactured primary metals. To be in balance with the remainder of its manufactured output, the region should produce not less than 21 per cent and could conceivably do better.

No mention has been made as yet of the South's agriculture, its power resources, or research facilities. Progress in each of these fields has kept pace with the manufacturing industries. Cash income from farming amounted to $9,867,000,000 in 1953. This is more than four times the 1939 figure. The old one-crop economy is a thing of the past. Science and diversification have taken its place. The livestock industry is booming.

The business-managed power companies supplying this sixteen state area are doing an outstanding job. The electric power output is now 5 times what it was fourteen years ago, and another doubling of capacity is expected in this decade. The power companies have contributed in large measure to the rapid rate of industrialization. They are in the forefront in the drive for new industries.

Research facilities are in a continual process of expansion and improvement, and are destined to play an increasingly important role in the orderly development and use of the South's abundant supply of natural resources. Progress in industrial research and the growth of such facilities has been particularly marked in recent years.

It is because the South is aware of its industrial shortcomings, and is working so diligently to overcome them, that it is progressing so rapidly. This is but another ingredient, one of many contriubting factors that are resulting in the area's industrial growth, and which, quite naturally, has an effect—direct or indirect—on other sections of the country.

The spotlight in recent months in this regard has been on the textile industry (cotton and wool) and its move South. What are the claims of those in New England and those from New England, labor unions, and others, and what are the facts? Considering them with a knowledge of the character of the South and the reasons behind its recent industrial growth, we will obtain a clear picture.

The big "blasts" have come from two legislators from Massachusetts, Senator John F. Kennedy (D.) and Representative Lane (D.), several labor leaders and a gentleman by the name of John O. Tomb who is associated with a New York firm of management consultants. Mr. Tomb's much publicized article, which appeared in a recent issue of the *Harvard Business Review*, is reported to be the result of a study for a client who was considering a move South. It is entitled: "Should Industry Move South?"

In brief, the complaints voiced by the legislators and the labor leaders are these: They feel that the practice of issuing tax free "industrial development bonds" as is done in a handful of Southern states, is unfair and is not in accordance with the accepted principles of free enterprise. Under this system revenue bonds are issued for the purpose of raising money to build industrial plants as an added incentive to a manufacturer to locate in a particular area in a particular state. In most cases these bonds are secured by the property itself and the revenue. This is the case in Tennessee, Kentucky and Alabama. In Mississippi the bonds issued are pledged by the faith and security of the entire community involved.

It has also been implied by one or more of those mentioned above that TVA is responsible for the "theft" of industry from other sections by the South.

The wildest accusation is that the areas in question are losing their industries to "Southern sweatshop areas," to low wages and tax exemptions.

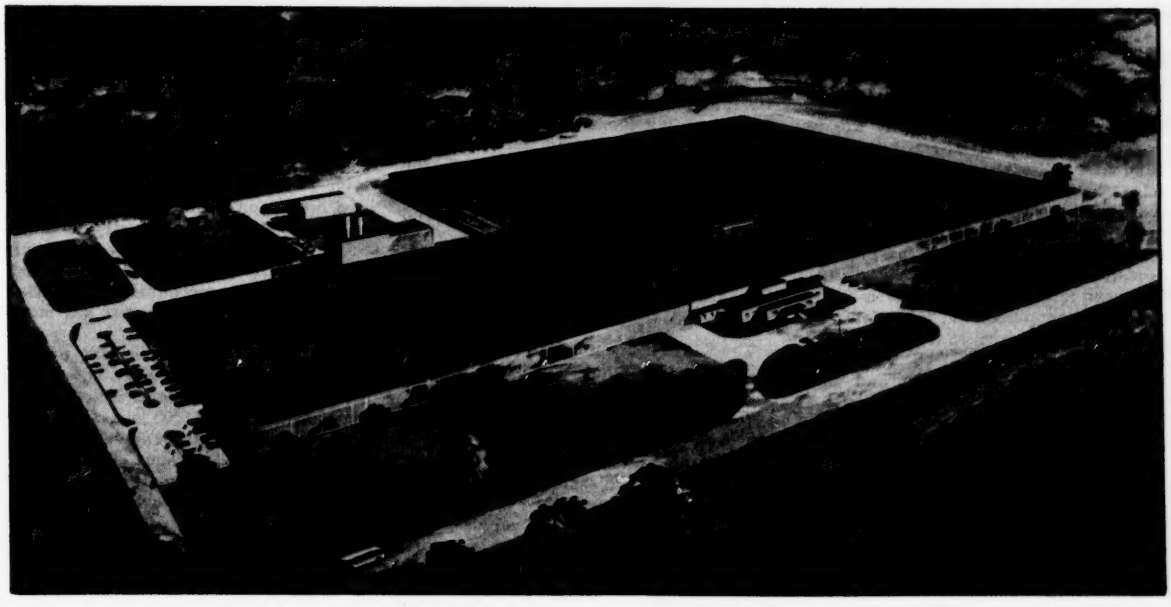
Mr. Tomb's attack cannot really be called an attack at all, but rather a completely negative approach to the subject. He seems to bend over backwards looking for ghosts. He gives little or no consideration to markets as a determining factor, to the significant aspects of the labor supply or to the development of other industries as a contributing factor to the movement.

In reply to the criticism of the "Industrial development bonds," the idea is not a new one. It has been practiced in principle, in other sections in the past. Sen. Kennedy is pushing for federal legislation to make such bonds taxable There is strong feeling against any such measure, for at least two reasons.

First, it is felt that this is a matter for the individual states to handle and not one subject to federal regulation. Secondly, while it is obvious that this method of attracting industry has met with some success, it has not been used only to attract textile plants, and neither has it been responsible for any more than a small percentage of the plants that have come South in recent years. In the overall picture of the South's industrial growth this practice has played a small role, and it is being used less rather than more. From the facts and figures presented above it is obvious that this particular movement was inevitable. Any business normally locates close to its markets, and/or close to its supply of raw materials, if possible. At a time when the costs of doing business are as high as they are today, the manufacturer who does not take advantage of one or both of

(*Continued on page 34*)

Typical of the hundreds of new plants of all kinds that are going up all over the South is this one being built by The American Thread Co. at Sevier, N. C. Featuring 600,000 sq. ft. of floor space, it is totally enclosed and completely air conditioned.



these things when they are so readily available, will not be in business very long.

With regard to TVA as an attraction to northern textile manufacturers, the *News & Courier* of Charleston, S. C., reports that " . . . Of the 298 major industrial plants that New England has lost since 1940, only eight have moved into TVA territory. All the others have moved into territory served by private utilities. By the law of averages TVA territory might well have got the eight even if there had been no TVA."

In reply to the charge of sweatshops, sweatshop wages, etc., the record speaks for itself, quite eloquently. Plants and wages are tangible things. They can be seen, counted, touched and used. Any well informed person should know that in the South, if no place else, sweatshops are a thing of the past. In its report on the South, *Time* magazine notes that in the event of a recession the South's new factories will be among the last to sag, because they are among the newest and most efficient in the nation.

For all practical purposes, there is no cheap labor in the South anymore. The committee of the South of the National Planning Association in its report, *"New Industry Comes South,"* states that "This survey indicates that companies operating plants in both the North and South pay roughly the same wage rates in towns of equivalent size . . . With few exceptions, those companies that are paying lower wages in their Southern than in their Northern plants told the Committee that they would not have risked their funds in a new Southern location simply because of wage-scale differences. They considered these differences only temporary." The old differential between Northern and Southern wage rates is rapidly disappearing, and in several instances textile workers as well as workers in other industries, in the South are being paid at a rate in excess of the going rate in the North. In its "Salute To The South," *Iron Age*, commenting on the South's labor says: "If you are one who regards the South as a mecca of cheap labor, no unions and a lack of industrial ability, someone has been kidding you. It just isn't so.

"Labor in the South is today less important to the industrial revolution there than are materials and markets. What might have been true years ago cuts no ice today—nor will it in the coming years of more Southern expansion. Availability and attitudes of labor are far more important than wage rates. The myth that Southern labor is slower to learn how to produce is poppycock . . . " The following statement from the same magazine is highly significant. " . . . the happy fact is that highly paid workers and wage earners who produce with the best of management's tools are consumers of all industry's products. The South is proving that every day."

There is a new multi-million dollar plant opening its doors down South every working day of the year. Why? Not because of "Industrial development bonds," TVA's, cheap labor or the absence of taxes, but because—

THE SOUTH HAS WHAT INDUSTRY WANTS

Markets—
A tremendous demand close by for all types of goods and products, and money to pay for them.

Labor—
An adequate supply of loyal, native-born, intelligent, productive labor that believes in a fair day's work for a fair day's pay and performs accordingly.

Power & Fuel—
An ample supply of coal, electric power and natural gas. The business-managed power companies of the South are constantly building new facilities to stay ahead of the ever-increasing demand.

Climate—
A climate pleasant to work in and live in, and in which most manufacturing operations can be carried on more economically due to lower heating costs.

Banking Facilities—
The South's financial industry has come of age. It is no longer necessary to look to the North for adequate banking facilities.

Natural Resources—
The most abundantly endowed region of the U.S. Minerals and raw materials of all kinds, close to plants and markets.

Reasonable Taxes—
A reasonable and fair tax structure with taxes as low or lower than in other industrial areas.

Transportation Facilities—
Excellent highways, railways, airways and ports, modern in every respect, for transporting raw materials to plants and finished products to markets, quickly and inexpensively.

Sites—
Suitable and reasonably priced plant sites for any kind of industry.

Water Supply—
Excellent industrial water resources and little stream pollution, an important factor particularly in textile manufacturing.

Opportunity—
The opportunity to set up a plant and engage in a reasonably profitable operation in a land of promise.

The South is learning to sell not only itself and what it has, but what it makes. It is learning more about markets and marketing. It is investing more of its own capital, both human and financial, in the future of Southern enterprise.

The migration of Southern men and women to the North, both for education and for jobs, has been a big deterrent to Southern progress. It has slowed down considerably, and the area is already reaping the benefits.

The South is beginning to recognize the tremendous national market for Southern-made products, and is conscious that there are too many products that the region buys but does not make.

The South has a glorious past, a past of wonderful achievement. Without a doubt the immediate future of these sixteen states will be one of amazing development. There are no grounds for excitement about the serious detrimental effect that this development is having or is going to have on another section of the country. Our dynamic, free enterprise economy, by its very nature, is built on and thrives on new developments of every kind. Witness the words of Gov. John Lodge of Connecticut, who recently advised his region's leaders to stop "moaning" about the loss of industry to other sections. He added: "As New England's textile industries have declined, its metal fabricating and mechanical industries have grown to an extent that has more than made up for the losses."

Curtis M. Hutchins, president of the New England Council, adds: "Between 1939 and 1953 New England showed a net gain of more than 400,000 jobs in its manufacturing industries and an over-all gain in the same period of about 1,000,000 jobs. And during these years the number of the region's manufacturing establishments increased from 16,000 to 24,000."

As the Atlanta Constitution says: "Well, for goodness sakes, what has all the crying been about?"

South Needs Hard Goods Plants

Forthcoming Blue Book Shows These Industries Essential to Diversification.

C. R. Walker
Blue Book Editor

As the 1954 *Blue Book of Southern Progress* finds itself rounding into shape for distribution in the next few weeks, certain points become highlighted with respect to Southern economy.

It becomes apparent for one thing that it is especially important that the South channel as much investment as possible into establishment of metal working factories.

This goal is important for several reasons.

First of all, it is evident that of all the productive industries that make up the economy of the United States, the Southern States as a whole show less strength in this group than in any other.

Diversification is by no means the sole essential to economic stability, but it does stand as a powerful bulwark in times of economic adjustment.

It is quite clear that the South already occupies a strategic position so far as diversity is concerned.

Not only are the Region's manufacturing industries well varied, but they are also built around a diversified store of natural resources.

Even so, the record shows that metal working industries have been largely neglected.

The 1954 *Blue Book*, comparing present with past records, will show that the South has not lost ground with respect to establishment of metal working industries.

On the other hand, in fact, some gain has been achieved. From a percentage standpoint it does not look bad, with the South gaining 480 per cent against the National gain of 441 per cent.

Percentage gains in this case, however, do not present a realistic picture.

Output of metal products in the South as yet totals but $8 billion per year, contrasted with a National total of $79 billion.

Included in these totals are Primary Metals, Fabricated Metals, Machinery, Electrical Machinery, and Scientific Instruments.

Transportation Equipment would ordinarily be included with these groups, but in the case of the South a large part of Transportation Equipment goes into wooden ships and wooden railroad rolling stock. And even if included, the picture is little improved for the South.

The tables below, taken from preliminary data of the forthcoming *Blue Book*, show the above summaries, state by state and industry by industry.

Best showing by the South has been made in Primary Metals. And in this group, best showing has been in Iron & Steel.

It may surprise some Southerners to know that, of the 27 states in the United States that turn out ingots and steel for casting, 10 are in the *Blue Book South*.

These states are Alabama, Georgia, Kentucky, Maryland, Missouri, Oklahoma, Tennessee, Texas, Virginia, and West Virginia.

These ten states, however, account for but 13 per cent of total production.

An interesting study made recently by American Iron and Steel Institute shows the steel capacity of the various states, and thereby approximation of their annual output. The results of this study are as follows:

Steel Capacity of States

(000 Tons)

State	Capacity 1/1/54	Capacity 1/1/39
Ala.	4,722	2,612
Ga.	300	153
Ky.	1,820	1,098
Md.	5,884	3,371
Mo.	630	570
Okla.	71	56
Tenn.	38	..
Texas	1,790	5
Va.	12	3
W. Va.	2,668	2,033
SOUTH	17,935	9,901
Calif.	3,158	848
Colo.	1,485	1,109
Conn.	188	162
Del.	495	423
Ill.	10,800	6,894
Ind.	14,969	10,197
Mass.	287	213
Mich.	6,551	3,496
Minn.	973	336
N. J.	243	231
N. Y.	6,350	3,985
Ohio	24,388	17,543
Ore.	110	..
Penna.	34,037	26,250
R. I.	93	67
Utah	1,879	..
Wash.	390	174
U. S.	124,330	81,829

(*Continued on page* 55)

Metal Working Industries—1939

($ million)

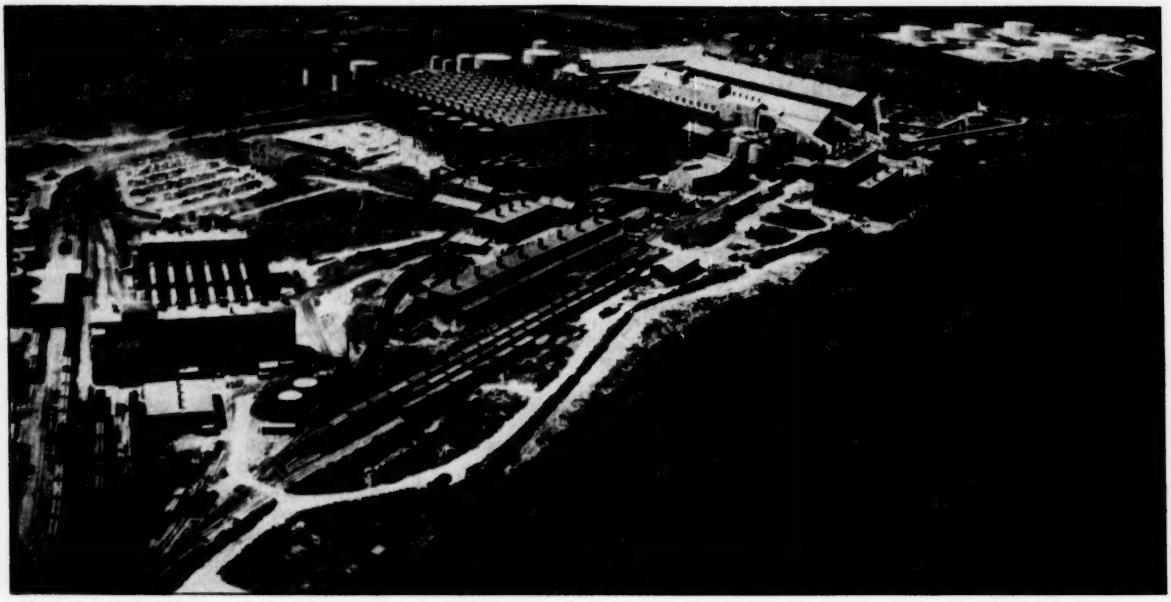
State	Primary Metals	Fabricated Metals	Machinery	Elec. Mach.	Scien. Instruments	Total
Ala.	$ 161	$ 16	$ 5	$ 1	$ *	$ 183
Ark.	6	1	1	1	*	9
D. C.	*	1	*	*	*	1
Fla.	1	6	3	*	*	10
Ga.	10	8	9	2	1	30
Ky.	48	28	15	9	2	102
La.	3	13	5	*	*	21
Md.	188	70	20	24	4	306
Miss.	*	2	1	1	*	4
Mo.	52	75	41	51	6	225
N. C.	6	2	7	*	*	15
Okla.	17	5	14	1	*	37
S. C.	2	1	2	*	*	5
Tenn.	90	19	11	1	2	123
Tex.	43	18	59	6	2	128
Va.	14	23	4	*	2	43
W. Va.	131	16	7	5	*	159
South	$ 772	304	204	102	19	1,401
All Other States	$ 4,956	3,132	3,050	1,625	387	13,150
United States	$65,728	$3,436	$3,254	1,727	406	14,551

Metal Working Industries—1953

($ million)

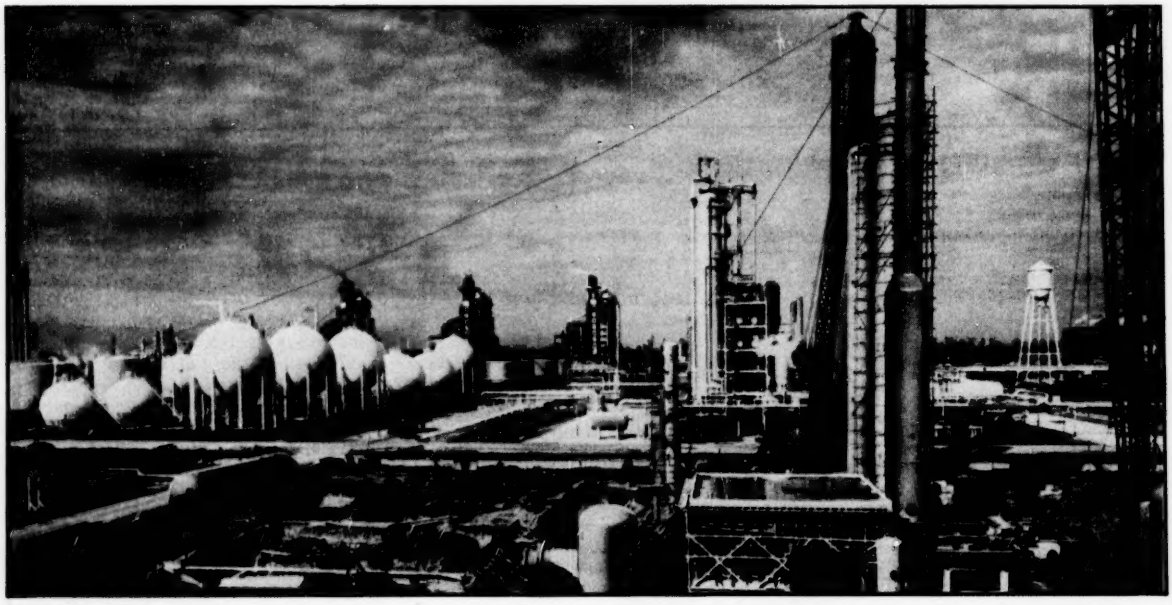
State	Primary Metals	Fabricated Metals	Machinery	Elec. Mach.	Scien. Instruments	Total
Ala.	$ 887	$ 90	$ 47	$ 20	$ 1	$ 1,045
Ark.	37	11	8	15	9	80
D. C.	*	3	*	3	1	7
Fla.	7	56	18	6	2	89
Ga.	75	54	61	16	2	208
Ky.	169	157	223	152	12	713
La.	52	51	55	*	4	162
Md.	553	218	161	230	22	1,184
Miss.	8	8	16	*	1	33
Mo.	271	318	335	417	47	1,388
N. C.	38	48	77	162	3	328
Okla.	64	68	109	15	8	264
S. C.	11	5	22	*	1	39
Tenn.	834	157	81	70	25	567
Tex.	394	263	505	50	20	1,232
Va.	58	99	29	2	13	201
W. Va.	434	55	32	67	3	591
South	$ 3,292	1,661	1,779	1,225	174	8,131
All Other States	$20,451	12,252	20,650	13,715	3,561	70,629
United States	$23,743	$13,913	$22,429	14,940	3,735	78,760

INDUSTRIAL



IN ALABAMA

Expansion of facilities at the Mobile Alumina Works of Aluminum Company of America has been completed. The plant's capacity was increased by 33 per cent. The expansion included a new powerhouse, storage building, grinding facilities, office building and equipment.



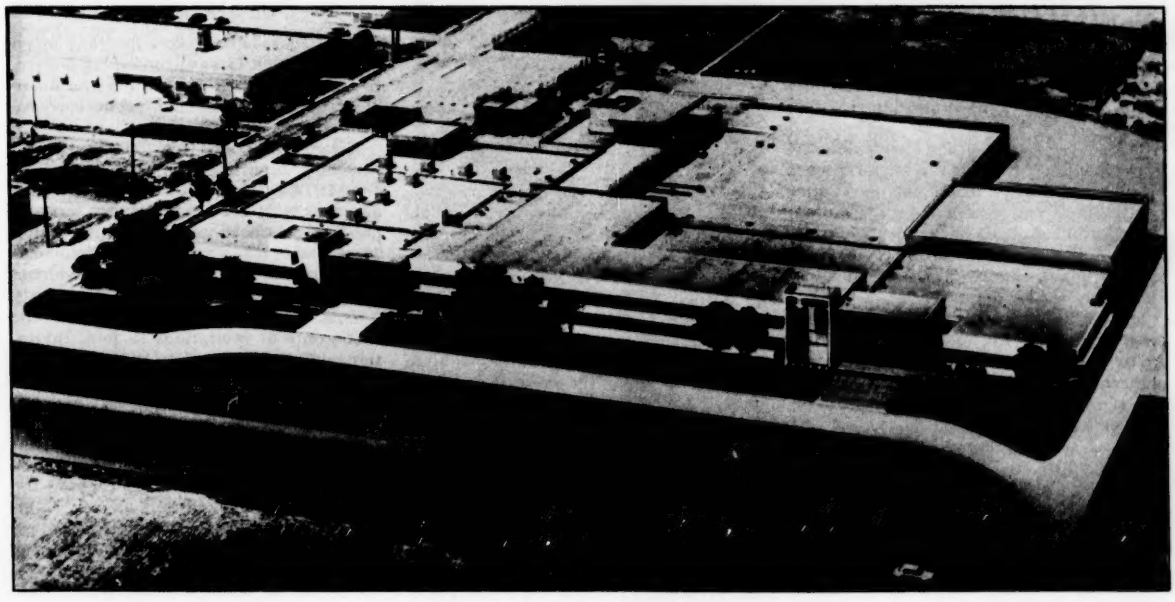
IN LOUISIANA

The half-way point has been reached on this major expansion and modernization program underway at Cities Service Lake Charles Refinery. Shown above are some of the foundations and columns for a new fluid hydroformer which will upgrade low octane naphthas to high octane gasoline.

EXPANSION

IN GEORGIA

Aerial view of the General Electric Company's new medium transformer plant at Rome. The plant is now more than 95 per cent complete and the first transformer came off the line several weeks ago. Total cost of the new facility was $25,000,000.



IN TEXAS

View of the recently expanded main plant of Texas Instruments, Inc. at Dallas. The expansion added 90,000 sq. ft. to the main plant which is contemporary in design and furnishings and is completely air conditioned. The present floor space totals 150,000 sq. ft.

PORT ACTIVITY

ALABAMA

Mobile

Service to Africa — Service from the Port of Mobile to South Africa via the Louis Dreyfus Lines will be increased by two vessels monthly, it was announced by Texas Transport & Terminal Co., general agents for the line.

Ports served are the Capetown-Lourenco Marques Range, Beira, Madagascar, Dar-Es-Salaam, Tanga and Mombasa. Sailings from Mobile have been scheduled for February 12 and 24 and March 12. The vessels proceed to New Orleans and direct to South Africa after loading at Mobile. Fillette, Green & Co., are agents at Mobile and all East Gulf ports.

New Alcoa Agents—R. D. Weeks, Vice President of the Alcoa Steamship Company, Inc., has announced the appointment of Charles Kurz Company, 115 Chestnut Street, Philadelphia, as agents, effective immediately.

New Folder on Docks—A new, two-color illustrated folder giving full details on shipping facilities at Alabama State Docks is now available to the public.

The folder, entitled "Port of Mobile, A Pocket Guide To America's Model Port," offers a panoramic view of the docks and many other photographs with detailed information on such important facilities as the bulk material handling plant, cold storage plant, Alabama Grain elevator and many other features.

Jerry P. Turner, docks general manager, points out the folder should be of particular interest to shippers, persons planning a visit to Mobile, students or any person concerned with the growth of a great modern port.

In a letter reproduced in the folder and signed by the Alabama State Docks Board the purpose of the folder is outlined:

"This folder has been expressly designed to serve our customers, our visitors—and our other friends everywhere—as a handy guide to the outstanding features of the Port of Mobile and the Alabama State Docks.

"The ocean terminals at the Port of Mobile are frequently referred to as 'America's model port.' That is largely because, unlike Topsy, and many docks systems, the Alabama State Docks did not just grow. Located in one of America's most historic harbors, these docks are a carefully planned project, designed as a unit to offer maximum efficiency to all classes of shippers and thus provide a vital service to the economy of the State and the nation."

Altvater Named By Docks Board—George W. Altvater of Hempstead, New York, has been appointed Eastern traffic manager for the Alabama State Docks, Jerry P. Turner, general manager of the State Docks facilities, has announced. Mr. Altvater, formerly with the New York office of the Waterman Steamship Corporation, assumed his new duties January 1.

A native of Lynn, Mass., and a graduate of Northeastern University's School of Business Administration, Boston, Mr. Altvater will make his headquarters the New York office of the Alabama State Docks at 50 Broad Street. He will solicit cargo for the Alabama port throughout the Eastern area. In late January Mr. Altvater will visit the Port of Mobile to familiarize himself with facilities of the state-owned docks system.

FLORIDA

Jacksonville

Dock Tonnage Gains — Municipal Docks and Terminals produced a return of approximately 2.2 per cent on its capital investment during 1953, according to the annual activities report issued by Commissioner of Utilities J. Dillon Kennedy. The net income of $61,513.66 was almost triple that of 1952 and more than adequate to offset the cost of servicing bonds.

Kennedy reported that 297 vessels berthed at the city docks last year to discharge 367,053.08 tons of cargo in the export, import, intercoastal and coastal trade. This was 23,423.10 tons more than the previous year, or a gain of 6.8 per cent in cargo handled.

Moneywise, 1953 revenues totaled $409,151 while expenses were $347,638.

Despite the increase in business, General Manager M. C. Dixon operated and maintained the facility for $1,297.62 less in 1953 than in 1952. Routine dredging and maintenance costs were greater than during the previous year.

The increased traffic over the docks resulted in marked gains of $7,073 in wharfage income, $7,127 for handling, $8,439 for storage and $10,071 for dockage.

Kennedy reported the docks plan to complete renovation of Pier 1 this year and commence additions to Pier 2, especially to handled open cargo.

"The docks were able to handle all ships offered for loading and unloading last year," Kennedy said, "but were unable to accommodate any period storage because of the lack of storage space.

"The Port of Jacksonville needs more warehouse storage and some immediate steps should be taken towards dock expansion if this city is to keep pace with our neighboring ports," he said.

DIDCO Negotiations Proceeding—Duval Industrial Development Corporation's program to create a large, modern industrial and port district at North Harbor near the mouth of the St. Johns River, moved forward during the past month, picking up the solid backing of business leaders and property owners involved.

Even those who took a hesitant interest when DIDCO was proposed in December have added their personal and financial support to the non-profit corporation during recent weeks.

Kenyon Parsons, treasurer and membership committee chairman, launched the DIDCO drive for new members January 28. Membership doubled the first day, and has been growing rapidly since. Members of the Chamber of Commerce Committee of One Hundred and residents of the Northeast quadrant of the county —most directly affected—received the first group of invitations to join. Invitations will be extended to the entire business community as rapidly as possible.

President Winthrop Bancroft and the officers have begun negotiations with North Shore Corporation and Duval Engineering and Contracting Company to obtain options on the land proposed for the North Harbor development. Engineering studies and exact determination of site will commence as soon as these options are concluded.

Underlying purpose of the North Harbor plan is to create new harbor facilities and provide sites for large industries which require hundreds of acres along deep water.

Need for the port facilities is borne out by the annual report of Municipal Docks and Terminals. Similar need for expansion is apparent from the tremendous ac-

tivity at privately-owned Commodores Point Terminal. DIDCO members propose to assist in development of these existing terminals and to supplement them as required to serve new shippers.

GEORGIA

Savannah

Venezuela to Establish Consul Here—Another forward step in the advancement of Georgia's port facilities was taken recently with the announcement by D. Leon Williams, of Atlanta, executive director of the Georgia Ports Authority, that Venezuela will establish a career consul's post at the Port of Savannah.

Mr. Williams, who has been working for the establishment of this post for some time, reported that such consulates will do much to attract import and export business for Savannah. He said the setting up of a Venezuelan consulate at Savannah was a first step in building up an extensive Latin-American port business through the port.

"We need Latin-American consuls and we need a little International House," the Ports Authority official said.

At the present time, Cuba is the only other country with a career consul in Savannah, although a number of other nations have honorary or consular agents in the city.

"An important part of the credit for getting a Venezuelan consulate for Savannah should go to R. A. Fernandez, Atlanta vice president of the Charlotte Fiber Company and official Latin American advisor to the Georgia Ports Authority for the past five years," Mr. Williams said.

"Mr. Fernandez is a frequent visitor to various Latin-American countries and a tireless worker for increased international trade through Georgia."

The consul, who has not yet been named, is expected to open an office in the historic Georgia port city soon. An office will be made available at the new Savannah State Docks for the consul until he is settled, Mr. Williams explained.

LOUISIANA

New Orleans

Goyeneche to South America — The port's Latin American representative, Rafael C. Goyeneche, left last month on a trade mission to South America.

Goyeneche's trip will include Colombia, Venezuela and the Dominican Republic, and will end in Panama for the World Trade Fair there March 18 through April 4. Stops will be made at all major cities and trading centers in these countries.

"Our port will be sold to hundreds of businessmen—exporters and manufacturers—by the direct, person-to-person approach," Lockenberg said. Advance contacts have been made, he reported, so that all important users or prospective users of the Port of New Orleans will be reached.

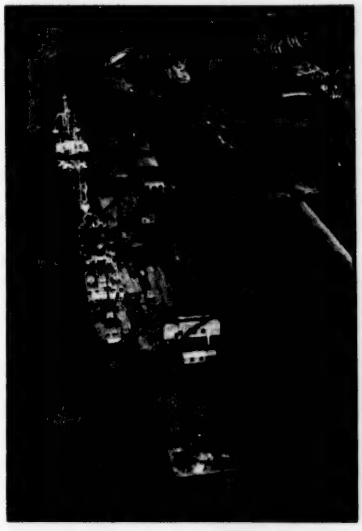
One feature of each stop will be the showing of the March of Time movie, "New Orleans-Gateway to the World" for the first time in these important trading nations.

The trip is planned at this time to coincide with the World Trade Fair in Panama, the first such fair in that country. The Port of New Orleans will have an exhibit at the fair, and will be represented by Mr. Goyeneche. This fair is important to New Orleans because of Panama's central location for trade between midcontinent United States and Latin America.

Goyeneche has made several trips to Latin America in recent years. This year's trip concentrates on the north part of South America, while last year he called at points along the east and west coasts of South America. Goyeneche will be gone approximately 75 days.

MARYLAND

Baltimore



Said to be the fastest ship unloading tower on the Atlantic Seaboard is this facility placed in service late last year by the Canton Company at the Port of Baltimore for unloading ore.

SOUTH CAROLINA

Charleston

Port of Entry for new Wool Treatment Plant—The port of Charleston is slated to become a major port of entry for wool, an industry which has historically centered in New England with the port of Boston as its hub.

Nichols & Co., of Boston, worsted top manufacturers and the largest wool processing concern in the country, plans to

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PORT ACTIVITY

(Continued from page 39)

build a wool treatment plant at Johnsonville, S. C., 85 miles from Charleston on a direct line of the Seaboard. (Feb. '54 M.R.)

The announcement culminates a long struggle by South Carolina to get a wedge into the woolen industry. The Nichols plant, said to be the first basic wool treatment plant in the South, is scheduled to be in operation by July.

Port Authority Chairman Cotesworth P. Means said: "This accomplishes one of our two major objectives. One was to help bring the wool industry to the state. The other is to secure additional port facilities to take care of the enormous new business in sight."

Maritime Association Elects — Robert B. Comar, secretary-treasurer, Charleston Overseas Forwarders, Inc., was elected president of the Charleston Maritime Association; L. L. Henninger, Jr., manager, Charleston Tidewater Terminals, Inc., vice president, and Sam Ross, vice president, Southern Shipping Co., secretary-treasurer.

Foreign Long-staple — The Isthmian freighter, Steel Scientist, was the first vessel this year to discharge foreign long-staple cotton at Charleston state docks. Charleston has been the nation's number one port of entry for foreign long staple, principally from Egypt, for several years, bringing in more than 50 per cent of the 1953 quota.

Opposed to Seaway — The South Atlantic and Caribbean Ports Association officers and directors meeting in Charleston January 29 went on record reaffirming opposition to the United States participating in building the St. Lawrence seaway and sent notice of their action to Congressmen of the fourth South Atlantic states.

W. H. McGowan, president, presided at the meeting, the first since the association was formed in Jacksonville on December 1 as an affiliation of the former South Atlantic Ports Conference and the South Atlantic Ports Association. Membership includes ports from Morehead City, N. C., to Miami, Fla., and also San Juan, Puerto Rico.

A special committee was appointed to study the problem of coastwise and intercoastal shipping, headed by Roger Stanfield, of Jacksonville. Another committee will lay plans for trade promotion.

Officers attending in addition to President McGowan were J. P. Qualey, Charleston, 1st vice president; S. V. Caro, San Juan, 2nd vice president; P. L. Sullivan, Wilmington, 3rd vice president, and Frank Henry, Savannah, secretary-treasurer.

Georgetown

Expanding — Waterborne commerce through the port of Georgetown has increased twenty-fold over the past 20 years, according to the U. S. District Engineer's office at Charleston.

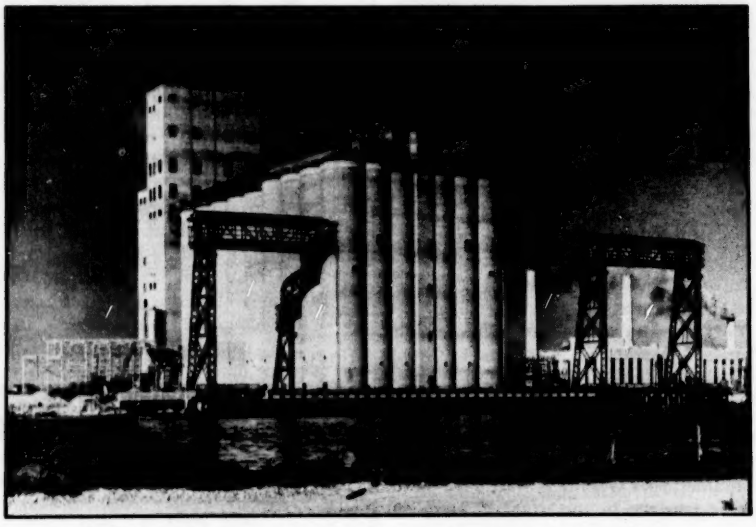
In 1933 the total commerce moving through the port amounted to only 51,744 tons while preliminary figures for the year 1953 show that Georgetown had almost a million tons of harbor traffic. Of this, 20 per cent was in deep draft vessels, and the balance in barge and shallow draft vessels.

The setting up of the Southern Kraft Division of the International Paper Co., largest mill of its kind in the world, which began operating in 1937, boosted port traffic through export and coastwise shipment of paper products and imports of salt cake and the like.

Most important step in the port's development came in 1951 with completion of a new 27 foot (MLW) channel for admission of ocean-going vessels which often had to await high tide to negotiate the 18 foot channel which existed prior to then.

The new channel was dredged after considerable work in behalf of the project by local and state interests including the State Ports Authority, which contributed funds for real estate for channel rights of way, and has maintained close relations with the District Engineer's office on the project.

Maintenance dredging of the channel will start this month with award of dredging contract to the Atlantic, Gulf & Pacific Co., New York, to remove 1,065,000 cubic yards of material.



2,000,000 bushel grain elevator at Corpus Christi Port terminal.

TEXAS

Houston

Kansas City Representative — Charles A. Barrows, formerly export manager for one of the Midwest's largest flour mills, has been named regional representative of the Houston Port Bureau in Kansas City, it has been announced.

Mr. Barrows will begin his new duties immediately. He will fill the vacancy created in the Bureau's Midwest trade solicitation office by the recent resignation of Lloyd L. Leonard.

VIRGINIA

Norfolk

Car Unloading Reflects Hampton Roads Port Progress — The ports of Hampton Roads—Norfolk and Newport News—together now rank third in the nation in terms of export and coastal rail car unloadings, other than coal and coke.

Hampton Roads rail-hauled export cargo other than coal has increased steadily during the past six years, rising from 3.1 per cent of the nation's total in 1948 to 5.4 per cent in 1953.

Figures released by the Norfolk Port Authority, based on reports of the Car Service Division of the Association of American Railroads, show steady increases. While Hampton Roads 1953 car unloadings amounted to 5.4 per cent of the U. S. total, a month-by-month breakdown reveals an end-of-the-year upsurge. By January of this year the figure has risen to 7.9 per cent.

Enthusiastic Norfolk port officials attribute much of the increase to the port's efforts to obtain greater diversification of cargoes other than coal, Hampton Roads' traditional basic commodity. Export tonnage totals have been aided by the Norfolk grain elevator at Sewell's Point, revitalized several years ago by the activity of the Continental Grain Company, which leases the facility from the Norfolk and Western Railway. (A 170% expansion of the elevator, increasing capacity to more than 2 million bushels, will be completed by May.)

SOUTHERNERS AT WORK

C. of Ga. Elects Bone, Advances Sease

Frank E. Bone of Milledgeville, Ga., was elected a director of the Central at the quarterly meeting of the board in Savannah recently.

Mr. Bone is a native Georgia industrialist, being president of the Oconee Clay Products Co. at Milledgeville. He is associated with other Georgia industries and is active in Episcopal church affairs. For 23 years he has served as chairman of the finance committee of the Diocese of Atlanta.

Announcement was also made of the appointment of Ralph E. Sease as general superintendent of transportation, Savannah. He had been serving as superintendent of transportation, a position which has been discontinued.

Mr. Sease is a native of Prosperity, S. C., a graduate of Clemson College in civil engineering and has been with the Central since 1928. He has served as draftsman, engineering department, Savannah; assistant engineer; track supervisor, Dothan and Columbus; supervisor of bridges and buildings, Savannah; terminal trainmaster, Atlanta, and superintendent, Columbus Division.

Virginia Metal Products Names Speasmaker, Miller

Two major executive appointments were announced recently by Robert M. Drysdale, Jr., president of Virginia Metal Products, Inc., of Orange, Va.

H. B. Speasmaker was named manager of production planning. Speasmaker came to VMP from the Oliver Corporation, Springfield, Ohio, where he was manager of materials and production control. He had been with Oliver 11 years.

Karl Miller was appointed manager of sales engineering. He has been resident engineer on the VMP installation at National Institutes of Health, Bethesda, Md., the largest single contract for movable steel partitions ever undertaken. Previously, he was VMP Chicago district sales manager.

The two appointments were made, Drysdale said, in connection with VMP's planned 15 per cent increase in production in 1954. Virginia Metal Products, Inc., a subsidiary of Chesapeake Industries, Inc., makes Mobilwall steel partitions, steel doors and frames, library bookstacks, and special office, library and hospital conveyors.

Speasmaker attended Wittenberg College, Ohio State University, Harvard Business School, and the Armed Forces Industrial College. He was an Air Force major during World War II.

Miller previously had been chief of production engineering for Martin-Parry Corp. of Toledo, Ohio, and has been associated in an engineering capacity with United Metal Products Co. and Diebold, Inc., both of Canton, Ohio, the New York City Department of Parks, and the New York World's Fair Corp.

Arkansas Industries Elects Ottenheimer

In an election conducted by mail, Gus Ottenheimer, president of Ottenheimer Bros. Manufacturing Co., Inc., Little Rock, was elected president of Associated Industries of Arkansas, Inc., to succeed Joseph J. Schmelzer who had served two terms at the head of the state manufacturers association.

Mr. Ottenheimer, who also is president of Rocket Manufacturing Co., and Leonard Investment Co., both of Little Rock, has long been a member of the Boards of Directors of National Association of Manufacturers and of the Arkansas Economic Council-State Chamber of Commerce. He has served since formation of AIA as chairman of its Executive Committee, a post in which he is succeeded by Robert W. Curran of Little Rock, general manager, Arkansas Division, Arkansas Louisiana Gas Co. Mr. Curran is a member of the AEC-SCC Board, vice-president of the Arkansas Public Expenditures Council and member of American Gas Association and Southern Gas Association.

Mr. Schmelzer, secretary and general manager of the Arkansas Foundry Co., Little Rock, was elected vice-president of AIA in succession to L. L. Brown, who retired recently as general manager of International Shoe Co.'s textile mill at Malvern. Grover T. Owens, head of the Little Rock law firm, Owens, Ehrman & McHaney, was re-elected treasurer and Frank Cantrell re-elected managing director.

Blumenreich Joins Reynolds Metals Co.

S. M. Blumenreich, a veteran of 11 years' service with the U. S. Department of Commerce in various economic and statistical capacities, has joined Reynolds Metals Co. at its sales headquarters in Louisville, Ky., as an economist. Mr. Blumenreich, 37, comes to Reynolds from the Commerce Department's National Production Authority, where he served as chief of the program and statistics branch in the Aluminum and Magnesium Division.

Beginning his government work in 1940, he was first employed by the Population Division, Bureau of the Census. He then

(*Continued on page* 42)

Oklahoma Turnpike Authority

Oklahomans who make up the state's new turnpike authority are pictured above, Seated left to right are Joe Jarboe, vice-chairman, Norman Hirschfield, chairman, Gov. Johnston Murray, Kirk Woodliff; standing Roy M. Johnston, Milt Phillips, Charles Payne, secretary-treasurer.

They were appointed by Gov. Murray. Johnston was a member of Oklahoma's first state highway commission.

A few day after the authority organized Hirschfield announced his resignation as president of the Consolidated Gas Corp., to become president of a wide assortment of industries owned by Sylvan N. Goldman, Oklahoma City chain grocer operator and manufacturer.

Hirschfield served 15 years as vice-president of the New York investment house of Lamport and Co., before taking the gas company presidency 14 years ago.

Southerners

(Continued from page 41)

joined the Statistics Division, War Production Board, as an economic statistician.

Joining the U. S. Army in 1943, Mr. Blumenreich served in Europe for 15 months, and was discharged in 1946, at which time he returned to the War Production Board's successor agency, the Civilian Production Administration. From 1947 through 1950, he was employed successively by the Office of International Trade and the Office of Domestic Commerce. In 1951, he joined the National Production Authority.

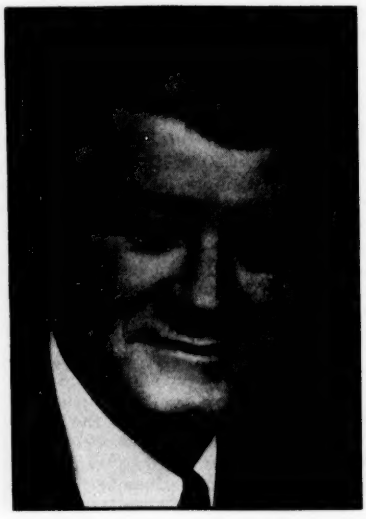
A native of New York City, Mr. Blumenreich received B.S. and M.S. degrees from City College of New York. Married and the father of two children, he resides at 2703 Shannon Drive, Louisville, Ky.

Equipment Distributors Elect Gagel President

George W. Gagel, president of Machinery & Supplies Co., Inc., 2000 Walnut Street, Kansas City, Mo., was installed last month as 1954 President of Associated Equipment Distributors, national trade association of the construction equipment industry, at A.E.D.'s 35th Annual Meeting held in New York.

Mr. Gagel, who succeeds retiring President S. John Oechsle, president of Metalweld, Inc., Philadelphia, Pa., took the President's oath of office at the association's Annual Installation Luncheon held in the Grand Ballroom of the Waldorf Astoria Hotel. Five other executive officers and directors were sworn in at the same time.

The election and installation was part of the business activity of the five-day meeting, which opened Sunday, January 31, and ended Thursday, February 4th. More than 2600 American and Canadian construction equipment distributors and manufacturers attended the 1954 convention, largest in the association's history.



George W. Gagel

Mr. Gagel's election to the Presidency climaxes his rise through a succession of A.E.D. executive positions. During 1953 he served as Executive Vice-President and member of the Insurance Trust. He has been a member of the Board of Directors since 1952, and has served two terms as Director of Region IX, which embraces Kansas, Nebraska, Iowa, and Missouri. Mr. Gagel has also been chairman of the Planning and Promotions Committee, and was twice President of the Equipment Distributors Association of Greater Kansas City.

Mr. Gagel has been associated with Machinery & Supplies Co., Inc., since 1939. The company is a well known midwest distributor of construction and industrial equipment. Prior to 1939 he was manager of the Machinery Division, Brown Strauss Corp., and between 1925 and 1933 was superintendent for Woods Bros. Construction Co.

Atlas Mineral Products Names Seymour President

George L. Wirtz, who was recently promoted to Chairman of the Board, has announced the appointment of Dr. Raymond B. Seymour as President of the Atlas Mineral Products Co., Houston, Tex. Seymour, the originator of furan cements and many of the other products of the Atlas line, joined the firm as Chief Chemist in 1939. Since 1949, he has been Executive Vice President and a member of the Board of Directors.

Seymour is the third president of this 64-year-old firm. George L. Wirtz, who has resigned as president, succeeded his father, the late Maximilian F. Wirtz, founder and first president. Joseph A. Snook will continue to serve as Vice President in Charge of Sales and Engineering. The Board of Directors consist of Wirtz, Seymour, Snook and Daniel Lowenthal, partner in the firm of Fox, Rothschild, O'Brien and Frankel, Attorneys, Philadelphia, Pa.

Until twenty years ago, Atlas was a manufacturer of clay and mineral colors. Today the firm is one of the leading producers of plastic materials of construction. Its plants are located at Mertztown, Pa., and Houston, Tex.

"Remember you fired me because I couldn't find those Harris papers back in 1912? I just happened to remember where I put them!"

Neely Named to Study Government Procurement

Frank H. Neely, of Atlanta, Ga., formerly with Fulton Bag & Cotton Mills and now Chairman of the Atlanta Federal Reserve Bank and Chairman of Rich's, an Atlanta department store, has been named to a special Task Force to investigate Government procurement methods and to recommend ways and means for effecting economies.

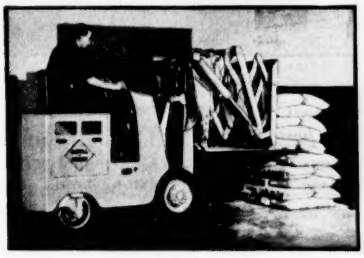
The announcement was made in late February by former President Herbert Hoover, Chairman of the Commission on Organization of the Executive Branch of the Government.

Mr. Neely will serve as a member of the Commission's Committee on Business Organization of the Department of Defense, Chairman Hoover said, emphasizing that the Task Force will give special attention to the study of procurement methods for national security purposes, at the same time eyeing the existing system of awarding defense contracts and the methods of distributing those contracts.

Hydraulic Pusher Attachment

The Elwell-Parker Electric Co., 4205 St. Clair Ave., Cleveland 3, Ohio.—A newly designed hydraulic pusher device for use on hydraulically actuated fork trucks has been developed by the company. The attachment provides a means for mechanically pushing a load off a truck's forks and is designed principally for handling loads without pallets. The attachment does not reduce the capacity of a truck.

The pusher unit consists of a vertical load screen guided by a pair of pantographs, one on each side. Power to extend and retract the screen is supplied by a telescoping, double-acting hydraulic



Ewell-Parker Pusher

cylinder acting through specially located thrust arms. The use of this type cylinder gives more stroke with less overall height which permits tiering in low overhead areas such as box cars, etc.

A built-in adjustment is provided for maintaining a suitable spacing between screen and forks, to prevent pinching of the load by the screen.

One-piece Seal Cage

Chemical & Power Products, Inc., 11 Broadway, New York 9, N. Y.—A one piece flexible Teflon Seal Cage has been developed for use with stuffing boxes on pumps, mixers, reactors and other types of processing equipment.

These were developed to overcome the handicaps experienced with two piece metal lantern rings. Machined in one piece, the new seal can be easily snapped over the shaft without dismantling pump or pulling the shaft. They will not score the shaft even at high speeds, nor will they bend or collapse under extreme gland pressure.

Chempro Seal Cages are available in standard or special sizes to fit any pump, mixer or agitator.

"Instant-Heat" Switch

Proctor Electric Co., Philadelphia, Penn.—A new type switch capable of boosting a cold heating element to a preselected temperature in a matter of seconds has been developed. The Proctor Infinite Control Flasher Switch Model 504 accords appliance manufacturers and designers the greatest possible scope in planning new sales inducing features for electric ranges, ovens, heaters, coffee ranges and similar equipment.

When used on electric ranges, the housewife merely turns the control knob of a 1250 watt surface unit to a desired input and the heating element is immediately boosted to the level selected at 5000 watts. As the surface unit reaches the proper temperature, the Model 504 automatically changes connections and sustains the selected electrical input at 1250 watts on 118 volts. From a cold start bacon and eggs can be ready to serve in approximately two minutes.

The switch also provides an infinite number of heat control settings ranging from approximately 75 watts up to the maximum rated wattage. Although it contains both flashing and tripping circuits, the model 504 switch is no larger than common single-purpose electric controls.

The heart of the new switch is a control bimetal which regulates both the flashing time and running cycles. From a cold start the Flashing (5000 watts) circuit remains connected for approximately 30 seconds to bring the heating element to full operating temperature. The control contacts then automatically terminate the flashing period by changing connections and the assembly operates normally at the previously selected temperature. Turning the switch to Off at the end of cooking automatically presets the switch for flash. An ambient temperature compensator is also provided to neutralize the effect of ambient temperature changes on the control bimetal.

Small Sound Absorbing Units

Sonosorber Corp., 21 S. 16th St., East Orange, N. J.—An entirely new approach to the problem of industrial noise by use of economical, small, portable, light weight and easily installed sound absorbing units was announced recently. Known as Sonosorbers, the units have inner cores encased in perforated stucco embossed aluminum and are light weight (about 2½ pounds each) and are easy to clean. They are especially suited, according to the manufacturer, for noisy industrial and commercial locations, where ordinary acoustical treatment is not applicable or adequate; and have many other uses in the reduction of noise, such as perimeter treatment.

The firm also says they have high value of noise absorption on both high and low frequencies. They are described as volume absorbers with absorption areas larger than their physical dimensions in certain frequencies. Being placed in the intense sound area, their physical structure tends to break up sound waves, attract and absorb or drain the sound due to diffraction.

The product is about 24 inches long and are hung on 2-4-6- or 8-foot centers or as desired. They may be used in clusters or honey-comb patterns, or even in layers of groups over and near the source of sound. A sound shield or screen of Sonosorbers may be hung in one or more layers to isolate noisy locations.

They are shipped knocked down, 25 units to a carton, and are easily assembled and installed by maintenance men without disruption of plant activities.

Thickness Planer

Belsaw Machinery Co., 317 Westport Rd., Kansas City 11, Mo.—The new 12¼ inch by 6 inch thickness planer offers a choice of speeds from 14 to 34 ft. per minute. The 42 inch long bed is raised and

Belsaw Planer

lowered by means of four corner screws linked by roller chain.

The 3-knife round steel cutterhead is ¾ inch in diameter, turns in sealed, self-aligning bearings. It provides for adding a 12 inch top jointer attachment and powered knife grinder.

Syphon Elbow, Assembly Plate

Johnson Corp., Three Rivers, Mich.—Two new developments were announced for reducing maintenance time in the insertion and removal of mechanical syphon pipes in rotating rolls or drums that require the insertion of steam or other liquids and the removable of condensate.

Johnson's recently redesigned Type J Rotary Pressure Joint is available with a special assembly plate which serves to hold the internal parts of the joint in position when the head is removed. The syphon pipe can thus be removed without disturbing the joint proper or the steam inlet connection.

In addition to the assembly plate another new product is a hinged syphon

(Continued on page 44)

NEW PRODUCTS

(Continued from page 43)

elbow. Two straight pipes may be threaded to this elbow, eliminating the need for a curved pipe serving as a mechanical syphon pipe. As the first pipe is inserted in the drum or roll, its weight closes the elbow, which enables the stainless steel seat to create a closed line that is both leak proof and pressure proof. The chore of carefully inserting a curved pipe is thus eliminated.

Pocket-Sized Magnet

Eriez Manufacturing Co., Erie, Penn.—The Eriez Recovery Magnet was recently constructed and put on the market. A powerful little 4½ inch magnet, it may be used as a recovery tool for anybody who works with metal. Designed to attract and hold lost tools, parts or spilled pieces from inaccessible places, it is proving a versatile retrieving instrument.

The magnet is of a "permanent" type . . . there is no electric current, wires, batteries, etc. It is a self-contained instrument made of powerful Alnico V and it is contained in a 1 inch non-magnetic stainless steel tube.

A non-removable, mild steel tapered plug is on the attracting end of the tube

Eriez Magnet

to provide sinking weight while on the other end there is a captive ⅛ inch standard pipe nipple drilled with a 3/16 inch hole.

The hole allows a rope or wire to be passed through it so that the whole magnet can be lowered to great lengths in vertical pipes, in water tanks, barrels, vats, etc. A coupling or reducer can attach any length pipe to the nipple and the magnet can be shoved into places where simple gravity will not carry the magnet, such as retorts, horizontal pipe, elevated nooks and crannies, etc.

In steel pipe the magnetic attraction of the tool to the walls of the pipe is prevented by a feature incorporating two removable neoprene rings which slip around the recovery tube.

The magnetic power is guaranteed for life and the steel tube is guaranteed smash proof.

Circulating Paint Heater

Spee-Flo Company of Houston, Texas.—Pigmented finishers and fillers can now be hot-sprayed efficiently, regardless of their abrasive content, with the development of the new Air Circaflo Pressurematic heater announced by the company recently. Product manufacturers have long recognized the desirability of hot-spraying many high-solid materials, because of the greatly improved build and coverage of the hot spray process, but have been limited by the difficulty in circulating such abrasive finishing materials through conventional gear pumps.

The new Circaflo has an integral motor centrifugal pump which circulates the material from the heater to the gun and return to maintain a constant hot-spray temperature for continuous and intermittent service.

The new heating unit in the unit is a coilless heat exchanger that cannot clog and requires no maintenance. Because pump speed may be regulated to a minimum, air consumption is low.

Gas Unit Heaters

Peerless Manufacturing Corp., Louisville, Kentucky.—The firm recently announced a new line of gas unit heaters. New inside and out, according to the manufacturer, they are more compact, lighter in weight because of advantages in the use of modern metals.

The suspended gas heaters are built in ten models, in practical sizes from 60,000 to 200,000 BTU. Each model is available with either propeller type air mover or centrifugal blower.

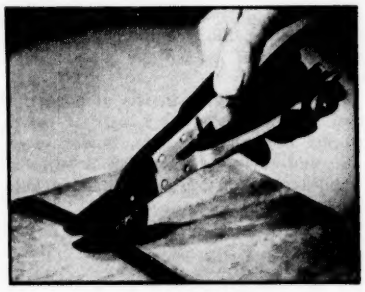
Heavy Duty Portable Cutters

H. K. Porter, Inc., Somerville, Mass.—In response to the on-the-job demand for heavy duty portable cutters by steel mills and construction companies, H. K. Porter engineers have developed an all-steel tool with heat treated tubular steel handles built to stand up under the heaviest usage.

Construction companies have particularly felt the need for cutters sufficiently rugged for continuous cutting of hard concrete reinforcing rods up to ½ inch diameter and wire rope and cable up to ¾ inch diameter.

Light-Weight Strap Cutter

A. J. Gerrard & Co., 1950 Hawthorne Ave., Melrose Park, Ill.—A new strap cutter, weighing less than one pound and balanced to fit the hand, will cut strapping up to and including ¾-inch by .035 inches easily.



Gerrard Cutter

Its precision ground tool steel cutting blades can easily be resharpened when necessary. Spring tension holds the blades apart for ready use.

It is a valuable tool for Shipping and Receiving Depts., for precutting strapping to desired lengths and for cutting and salvaging strapping off of incoming shipments, as well as being a handy cutting tool for plumbers, electricians, contractors, inspectors, radio and TV repairmen and others.

Series Motor

Howard Industries, Inc., Racine, Wisc.—Recently released by the firm is a new series motor, Model 512, also available as a shunt motor.

The 512 is die-cast from zamak #3 and held to very close tolerances. Housing is ribbed for greater strength. Either porous bronze self-aligning sleeve bearings with oversize felt oil reservoir or precision grease ball bearings are available. This model is made in both open or closed construction. Internal fan is optional.

Other optional features: 10 different Howard gear units with a wide range of ratios—automatic governor controls for two-speed, single speed or adjustable speed—automatic or manual motor protector can be built into housing. Motor can be mounted on base or face mounted.

Typical applications include movie projectors, radar equipment, railroad signaling devices, watchmakers' lathes, coin-operated vending machines, control mechanisms and many more.

Six Row Duster

Gustafson Manufacturing Co., Inc., Baldwin & Navigation Blvd., Corpus Christi, Texas. — One of the leading duster manufacturers of the nation announced the introduction of a new 6-Row Distributor for their Model "FO-RO" Crop Duster.

Due to an increased demand for an attachment of this kind from owners of small acreage, this model duster can now be used as a 4-row or a 6-row duster. This model duster is adaptable to most makes and models of tractors.

Gasket Mounted Valve

Rivett Lathe & Grinder, Inc., Brighton 35, Boston, Mass. — A new gasket mounted, solenoid operated, 4-way valve, that is fully shock-resistant, has been developed by Rivett. Impact and shock are said to be eliminated by the use on the valve spool of a scalloped design, which opens or closes gradually increasing or decreasing areas to the ports as the spool is moved left or right.

Metering grooves built into the spool, plus a choke block assembly control the speed of the spool, aid in allowing the flow to enter and leave the valve with an easier, smoother action and permit use of the valve as a decompression valve and a 4-way valve in one.

Four standard models are offered: double solenoid, standard action; double solenoid, spring centered; single solenoid, spring return; and single solenoid, spring centered. Seven spool designs are available for 3-way and 4-way control.

Jet Blast Metal Cleaner

R. W. Renton and Co., 877 Addison Rd., Cleveland 3, Ohio. — A new low-cost Bench Model jet blast unit, was announced recently, which now puts thi up-to-date method of cleaning metal within the reach of the smallest metal-working shop. Eliminating costly routine, it saves up to 60% in labor costs in cleaning, burring and etching metals.

Jet Blast is a method of cleaning metals which employs the use of fine abrasive particles suspended in a liquid. The liquid slurry is picked up by siphon injection and propelled to blast proportions by means of a high velocity air-stream. There are no moving parts in contact with the abrasive, hence there are no pumps to wear out.

The bench model is 24 inches in diameter, 43 inches high and weighs only 155 pounds. One or two blast guns may be used with 28 to 42 cubic feet of air per minute at a pressure of 85 to 100 psi. Liquid capacity is two gallons and the abrasive capacity is thirteen pounds.

Tag, Card and Label Printer

Duplicopy Co., 224 W. Illinois St., Chicago, Ill.—A new compact spirit process machine that will print gummed labels, tags and cards, was recently announced by the above firm. Called the Duplicopy Printer, it will reproduce 100 units a minute in as many as five colors at one time. According to the manufacturer, even string or wire tags and gummed labels can be run on this lightweight machine. Anything typed, written or drawn on the master unit can be printed.

Utilizing the liquid process, no inks, gelatine, or stencils are required. It is said to be exceptionally clean and easy to run. It is designed for use in stores, offices and factories for speedy printing of post cards; menu or letter tip-ons; brief notices or inter-office bulletins; multiple file cards; inventory forms; and dozens of other reproduction jobs. Sizes up to 4" x 7" can be reproduced.

It feeds automatically, has rubber feet, bearings that are sealed in oil, and is made of heavy-gauge steel finished in gray baked enamel. The complete unit weighs only 13 pounds and is priced at $34.50 complete with initial supplies.

Heavy Wall Saran Tubing

Pyramid Plastics, Inc., 554 W. Polk St., Chicago 7, Ill.—For the first time a heavy wall tubing having all the physical and chemical properties comparable to standard Saran tubing has been extruded and made available by the Pyramid Plastics company.

According to the manufacturer Saran tubing is highly desirable for many industrial uses because of its high bursting strength, excellent resistance to corrosive liquids, flexibility and ease of handling. As this tube is resilient, it will withstand rough usage under repeated vibration. It is said to have long life and eliminate replacements because it is tough and abrasion resistant.

It is also readily machinable and unusual assemblies can be fabricated by welding.

Electric Radiant-Heating

Berko Electric Mfg. Corp., 212 Jamaica Ave., Queens Village, N. Y.—Especially designed for small rooms such as bathroom, laundry, dressing room, etc., which may not get sufficient heat from the central heating system, the new "Select-a-Temp Junior" electric radiant-heating glass panel has the same exclusive features as the other panels in their line.

This new panel has a built-in thermostat and is rated at 750 watts or 2560 BTU. It is available in two styles, one for 115 volts and one for 230 volts. It is 21⅝ inches high by 14¼ inches wide by only 2⅞ inches deep and mounts flush against the wall as easily as an ordinary electric outlet.

Medium-Duty Caster

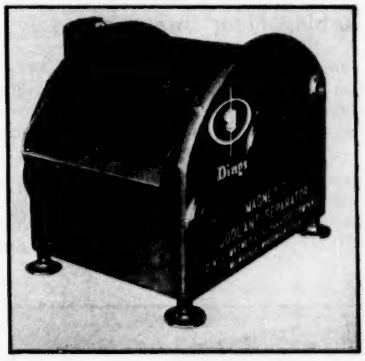
The Bassick Co., Bridgeport, Conn.—Bassick's "floating-hub" design has recently been incorporated in four new medium-duty casters, the first to include a shock absorbing mechanism, according to an announcement by the firm recently.

With unit ball-bearing, floating-hub construction to provide load and floor protection, these new casters are especially recommended by the manufacturer for safely moving liquid and fragile solid loads of from 100 to 700 pounds.

Readily interchangeable with standard conventional medium-duty casters, the new series "09" and "10" come with 5½ and 7 inch diameter wheels in either swivel or rigid design. They are available with rubber or semi-steel tread wheels in 2" tread widths.

Magnetic Coolant Separator

Dings Magnetic Separator Co., Milwaukee, Wisc.—A new Magnetic Coolant Separator for removing magnetic contaminants from the coolant used with practically all types of metal-working machinery.



Dings Separator

This coolant separator utilizes Alnico non-electric permanent type magnets to separate magnetics from the coolant. These magnetics adhere to the drum surface of the separator, forming brush-like clusters that sweep out many non-magnetic particles. Clear coolant emerges from either of the side outlets located near the front of the machine. Swart is easily removed, eliminating any necessity for extra equipment.

Advantages claimed include: longer tool and wheel life; fewer rejects; elimination of downtime for cleaning coolant; less coolant loss; and low operating and maintenance costs.

Quality Control Counter

American Hydromath Corporation, 25 43rd Ave., Long Island City 1, N. Y.—The corporation recently announced it has developed "Qualicount," a new instrument which aids modern industrial quality control. It is a production counter

(Continued on page 46)

NEW PRODUCTS

(*Continued from page* 45)

which tells at a glance whether any process is "in control" or "out of control."

The inspector pushes either the "accept" or the "reject" button at the base of the instrument as he checks each characteristic. Accepted and rejected production are each shown on two counters. The upper accept and reject counters are set at the start of a production period (shift, day, week) and the lower counters are reset at the beginning of shorter, more recent periods (every hour, morning or afternoon, or for short spot-check periods).

In a receptacle at the center of the panel are a series of charts for different overall average defective rates. Charts can be made up to suit individual requirements.

Turbine Floor Sweeper

Don Kemper Co., Inc., 505 Keith Bldg., Dayton 2, Ohio.—To eliminate objections about dust-pollution of air a new Turbo-Sweep has been developed by the firm.

Utilizing a turbine principle, the new sweeper sucks dust from the air at a rate of more than 300 cubic feet per minute, while heavy-duty fibre brushes are whisking debris into a collection

Kemper Turbo-Sweep

hopper. Removal of this hopper is approximately a 10-second operation. The dust collection bag is sufficiently large to permit infrequent emptying.

Many hours of engineering and design work are reflected in such features as the "control console" which places all controls within easy reach of the operator and eliminates foot pedals and kick levers. The control console contains throttle, hopper, brush height and clutch controls. Properly placed casters make the sweeper highly maneuverable, even in obstructed areas.

Pipe Line Spacer Rings

Engineering Corporation of America, Westfield, N. J.—"Visi-Tab" is the trade name of the firm's new, lightweight, lower cost blinds and spacer rings as an improvement over the expensive "spectacle" blinds in process pipe lines—in applications for oil refineries, petrochemical plants, tank farms, distributing plants and for pipe line testing, etc.

Because "Visi-Tabs" extend beyond pipe line flanges, it is easy to identify whether the unit is a blind that is completely sealing a flow shut-off or a spacer ring that is providing an open flow. To further simplify ready identification, the blinds have blank discs at the end of the tab while the spacer rings have an open ring at the end. This is an advantage over the stamped lettering on the usual rings and blinds, which can become obscured by grease, oil, dirt and usage.

Gear-Type Pump

Eclipse Fuel Engineering Co., Rockford, Ill.—A new gear-type pump for handling a wide variety of pumping problems has been announced recently. The new "EO" pump is designed for light liquids with speeds up to 1725 rpm or for heavy liquids such as molasses, heavy oils, chocolate syrup, etc. at slower speeds.

According to the manufacturer the gear-type construction permits pressures up to 100 psi. It can be operated in either direction of rotation with capacities and characteristics the same in both.

It is available as a complete unit with pump, base, coupling and motor; as a complete assembly less motor; or as a replacement with pump only.

All Purpose Adhesive

Pioneer Latex and Chemical Co., Lincoln Blvd., Middlesex, N. J.—Development of a super-strong all purpose adhesive which promises to have a big influence on engineering specifications where materials are held together or hung was announced today.

The manufacturer says that its new product, called Placco 1000, has demonstrated through extensive on-job experience that it can out-perform heavy duty nails, screws, bolts and clamps in many jobs. One of the principal reasons given is that as an adhesive Placco 1000 enables ease of application and eliminates drilling and difficulties ordinarily encountered with surfaces such as masonry and metal.

It is claimed to be waterproof, heat resistant, permanent under all weather conditions, flexible, non-toxic and will not contaminate foodstuffs.

Dual-Purpose Safety Spectacle

U. S. Safety Service Co., 1215 Mcgee St., Kansas City 6, Mo.—A unique dual-purpose frame is one of the outstanding features of the new lightweight, all plastic "saf-I-Spectacle" announced recently.

The design of the newly styled acetate frame permits instant change from the regular to side shield model. Perforated acetate side shields that are non-flammable and non-sparking simply screw into place for jobs requiring side protection. This permtis stocking of only one type spectacle to provide two types of eye protective equipment.

A special feature is its extreme lightness. The new spectacle actually weighs 30% less than the hardened glass spectacles when fitted with lenses of Optilite. Additional comfort is provided by the improved acetate frame which eliminates possible skin irritation for workers allergic to metal.

Rubber Spring

B. F. Goodrich Co., Akron, Ohio.—A rubber spring that looks like a large steel pipe rather than a conventional bus spring is taking the bump and bounce out of Chicagoans' daily bus rides.

Called the Torsilastic rubber spring, more than 740 new buses (642 propane buses and 117 gasoline buses) operated by the Chicago Transit Authority are now equipped with the novel suspension system.

The B. F. Goodrich Co. says the device consists of a metal shell and central shaft, with the space between shell and shaft filled with rubber bonded to the metals. Either the shaft or the shell is held stationary while the other is partly rotated by a torque arm. All the springing is accomplished by the twisting, "wind-up" movement in the rubber.

Less than 100 pounds of rubber are needed to suspend an entire bus chassis, weighing 20,000 pounds.

Improved Industrial Batteries

Chicago Forging & Mfg. Co., 1317 W. North Ave., Chicago, Ill.—A new type of battery for lift trucks, mine locomotives and other heavy-duty industrial users is now available: Varley VIS (12½-inch plate), and Varley VIL (16-inch plate) Industrial Batteries.

Features contributing to durability and freedom from trouble are full-length plates; new-type patented separators that end shedding and electroplate splash, for they completely fill the space between active plates, forming a cushion support; new-type patented grids, with heavier and fewer members; vibration-proof cushion design, enabling them to function with a crack in the case, or when installed upside down.

A four-year-old child was up on a roof

A dog was caught in a fence

A boy was playing with sticks of dynamite

A plumber was needed in a hurry

A baby was about to be born

A house was on fire

Just a few of the emergency calls handled recently by one telephone central office.

The Spirit of Service

Calls like these are familiar to telephone people everywhere. We know them well.

What they say so plainly is that our work lies at the very heart of life. We are in the thick of it. And the way we act matters.

For day in and day out, minute by minute, we are serving the needs of the people. Our entire business —everything about it—exists in order that we may render service.

Out of this experience comes a certain attitude of telephone people that is one of our most precious assets. It is The Spirit of Service.

It begins with a sense of responsibility and shows itself in a sort of combination of knowing-how and wanting-to-do.

We know that without it there would still be telephone service of a sort. But it wouldn't be the same. And we wouldn't be the same people either. For the spirit that brings the most to the job, likewise returns the most to the people who give it.

Much has been done. But telephone men and women know that all that the years have brought is but the beginning.

Our opportunities for Service open wide before us.

BELL TELEPHONE SYSTEM

LOCAL *to serve the community.* NATIONWIDE *to serve the nation.*

Reduction of Costs is Key To More Profits for Coal in 1954

Condensed from February Issue of MECHANIZATION

For the second consecutive year, the coal mining industry experienced a decline in production at a time when overall economic activity remained at a high level. In the bituminous-coal branch of the industry, decline was moderate. Output of bituminous coal in 1953 is estimated at 450 million tons or 3.6% below the 466.8 million tons produced in 1952.

The anthracite industry suffered a serious decline in production as compared with the previous year. Production of 30 million tons of coal in 1953 represents a 26.1% decline from the 40.6 million tons produced the year before.

For the past five years, winters have been milder than the past 50 years and seriously affected the anthracite industry sales because the bulk of its sales is in the home heating field.

Coal Consumption Increases

Total industrial consumption of bituminous (excluding exports and retail) was higher in 1953 than in 1952 by some 14.8 million tons.

The steel industry increased its total ingot capacity nearly 7 million tons in 1953—the second biggest annual rise in its history. Production of steel for ingots and castings soared to an all-time high of 111.6 million tons in 1953. By-product coke producers used an estimated 104.5 million tons of bituminous coal in 1953, an increase of 13.8 million tons over 1952 when the steel industry experienced a prolonged strike. The steel industry's requirements of coal for heat and power showed a slight decline for 1953.

The unsatiated demand for electricity pushed the output of electric energy to a record. An increase of nearly 11% over the kilowatt-hour output of the previous year. Bituminous coal consumption by the electric utilities industry reached a record of 112.2 million tons, an increase of 8.6% over 1952. Anthracite consumption by the industry declined about 4%. Efficiency in the burning of coal by electric utilities improved nearly 4%.

The greatest tonnage loss for the bituminous coal industry in 1953 was in the export market—14 million tons. The Canadian market, which is usually stable, showed a moderate decline of one million tons. The bulk of the export loss was in the overseas market. Though the reduction was nearly 49% from 1952, overseas exports still were considerably higher than in any of the pre-war or wartime years.

Exports of anthracite showed a loss of 40% in 1953.

The second largest loss to the bituminous coal industry in 1953 was in the rail market where an estimated decline of ten million tons is indicated. Dieselization of the railroads still is having a considerable effect upon the market.

Retail deliveries of bituminous coal were 7.5 million tons less than in 1952. Competition from other fuels and the rapid increase of the use of natural gas for house heating is felt strongly.

The United States Bureau of Mines reports that stocks of bituminous coal held by industrial consumers at the end of 1953 was 6.4 million tons (8.7%) greater than stocks on hand at the same period the previous year. In recent years, the practice of industrial consumers has been to maintain at least two months' supply (railroads and retailers excluded) and the electric utilities usually maintain a supply of coal to last three or four months.

Mechanization Continues to Advance

Total output from mechanized mines (strip and mechanically loaded underground output combined) amounted to 376 million tons representing a new record at a percentage of total output of 83.6% in 1953 as compared with 81.3% in 1952. Hand-loaded output underground reached a new low of 74 million tons.

For the first time in the history of coal mining, mechanically-loaded underground output accounted for 59.8% of total bituminous coal output. As a percentage of total underground output, production by this method reached a new high of 78.4%.

Continuous-type mining machinery and augers are playing an increasingly larger role in the production of bituminous coal. In 1952, the U. S. Bureau of Mines reported output of these machines amounted to 8.2 million tons and it is estimated it may exceed 12 million tons in 1953.

Forecast For 1954

Output of bituminous coal in 1954 should amount to not less than 440 million tons, a decrease of only 2.2% from 1953. The high-cost and less efficient producers are feeling the pinch of an increasingly tighter competitive situation. Increased efficiency, resulting largely from mechanization, is the key for profitable operations during 1954.

Market Projections

A decrease of from three to five per cent in bituminous coal consumption is anticipated in 1954. Further growth of the electric utilities indicates an increased consumption of coal that will offset to some extent anticipated losses in other markets.

Maintenance of overseas exports at anything near last year's rate would assure only a moderate decline in total consumption.

Estimates of production for 1954 put electric utilities at 490 billion kilowatthours is an increase of 10.9%. In 1953 electric energy production increased 10.8% over 1952.

Consumption of anthracite by electric utilities has showed a gradual decrease since 1951, and it is estimated in 1954 it will be around 3.5 million tons.

The steel industry, which accounts for more than 80% of all coke produced in the United States, estimates the steel output this year will be five million tons below 1953. The by-product coke industry started the new year with a total production capacity of 80 million tons. Even if steel demand should fall, it is doubtful that the coke industry would produce at less than 85 per cent of capacity.

Though the consumption of bituminous coal by Class I railroads is expected to show a decrease in 1954, the drop should not be as great as that experienced in the 1952-53 period.

The Canadian market should remain stable but the uncertain elements in the export picture is the overseas market. Retail deliveries are affected by the weather and the reversal of the warmer-than-normal cycle would substantially increase them.

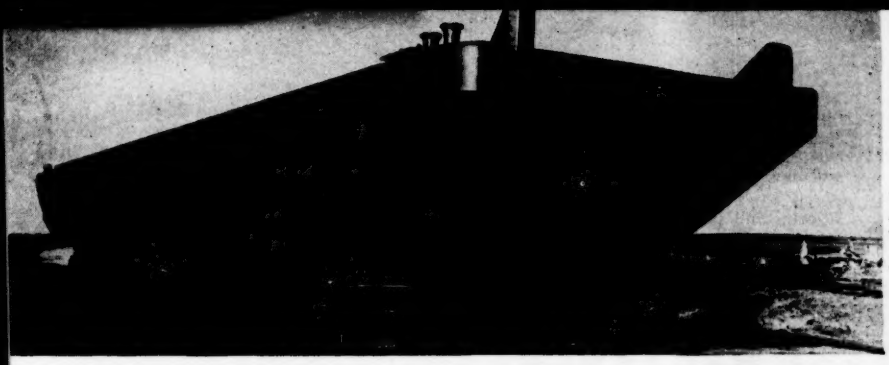
Coal's Target for 1954

It is evident that coal's sights in 1954 will point primarily to **reduction in costs** and **profits from sales** rather than to volume. Solutions to the industry's problems this year is expected to be most difficult for the small and/or marginal producers. Company consolidations is one favorable answer to the problem.

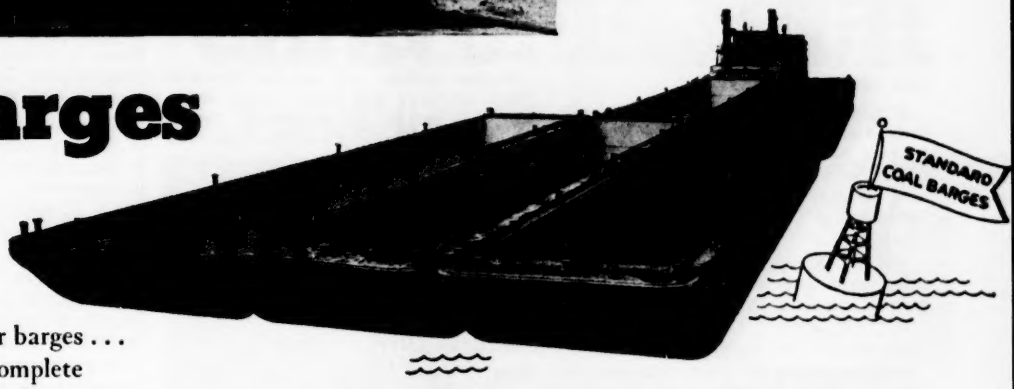
The entire industry agrees that a basic need this year is a "fair and intelligent price structure." It is evident that some basic decision is needed in the present railroad freight-rate structure, otherwise new means will have to be found for transporting coal. Increased dumping of coal at lake ports in the past several years reflects in part the diversion of tonnage from rail movement for cost reasons.

The ratio of wages and salaries to sales in the bituminous coal industry is about 1½ times greater than similar ratios for crude-petroleum and natural-gas industries. It is evident that continued upward revision of wage costs will have an adverse effect upon the ability of the coal industry to sell at a profit.

Nothwithstanding the 1954 target of profit on sales, there should be no diminution of efforts to expand coal's markets. An important tool necessary to achieve that goal is research, the aim of which is to find means of improving both mining and combustion equipment and the development of new and improved products. It must be planned on a substantial scale and will require the expenditure of large sums, to be effective.



For Barges



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Study Shows Petrochemicals Hold Promise for Oklahoma

Oklahoma's industrial future lies in the field of petrochemicals, according to a study made by the chemical division of the Blaw-Knox Co., an industrial survey firm.

F. D. Parker of Tulsa, manager of the western headquarters of Blaw-Knox, said Oklahoma has the opportunity to attract chemical plants representing a capital investment of between $250 million and $500 million.

The survey was requested by the industrial division of the planning and resources board. A second study will be conducted to determine how the chemicals recommended by the report can be produced in Oklahoma, where and at what cost.

Morton Harrison, chairman of the planning board, said the state probably will finance the second study for only one or two of the chemicals with private firms financing the remainder.

Petrochemicals are chemicals based on petroleum. The report pointed out about 50 per cent of all organic chemicals currently produced in the United States are based on petroleum. The chemical production by 1962 is estimated at 32 million tons.

The report listed 14 chemicals and petrochemicals which can be economically produced in Oklahoma. The chemicals are listed in the order of importance, with the most important first.

acetylene
ethylene
venyl chloride
chlorine
nitrophosphates
phenol
cyclohexane
zylenes—phthalic acids
silicones
ammonia
styrene and polystyrene
glycerine
calcium cyanamide and HCN
hydrofluoric acid

In reaching its conclusions, the firm considered such factors as available raw materials, chemical products and the proximity to the consumer market.

Parker pointed out the big chemical firms probably will build plants somewhere in the nation to produce the 14 chemicals—and that Oklahoma can land these new plants with an aggressive sales program.

The Gulf coast region of Louisiana and Texas developed an aggressive sales program that netted a chemical empire totaling several billion dollars, Parker said.

Kentucky Utilities Plans New Steam Plant

Kentucky Utilities Company is planning a coal-fired steam electric plant with an eventual capability of 424,000 kilowatts at Dix Dam, R. M. Watt, K. U. president, announced recently.

The plant's first unit, capable of generating 106,000 kilowatts of electricity, is scheduled to begin operation in 1956. The timetable for installation of the other three units will be determined by the electrical load growth in the area served by the company.

The huge plant, largest in the K. U. system when it is completed, is to be located in Mercer County near the company's hydroelectric station. It is estimated that the plant, with all four units installed, will require 110 operating employees and burn 1,080,000 tons of Kentucky coal a year.

Construction work on the new plant will begin within 90 days. Up to a maximum of 300 construction workers will be required on the first unit.

Dix Dam was chosen as the site for the plant because of its central geographical location in the area K. U. serves and because it is the hub of the network of transmission lines supplying K. U. customers in 75 Kentucky counties.

The new plant will be named the E. W. Brown Generating Station in honor of the company's vice president in charge of operations. Mr. Brown has been with the K. U. system since 1917. He is a member of the company's board of directors.

Mr. Watt said the new plant is part of the company's continuing program of providing plenty of power to meet the rapidly growing demands for electricity by all types of customers.

This growth has been paced by the industrial development of the area, Mr. Watt said. Last year 17 new industries which will have a combined payroll of $2,376,000 and hire 792 employees located in the area served by K. U. Eleven existing industries expanded their operations to require 470 more workers. Payrolls for these 11 plants will be increased by $1,410,000 a year.

Since the end of World War II, Mr. Watt said, 262 new and expanded plants, providing jobs for 27,732 employees and having a combined annual payroll of $63,778,000, located in the area served by the company.

Residential and commercial growth in the area has also been rapid, he said. During 1953 K. U. connected 7,233 new residential customers and 728 new commercial customers.

Location of the new plant at Dix Dam will provide a graphic picture of the growth of electricity in Kentucky during the last 30 years.

Almost alongside the huge 424,000 kilowatt plant will be the 30,000 kilowatt hydroelectric station. When the hydro plant was completed in 1926, many people inside and outside the industry wondered what possible use could be made of all the power it generated. Today the maximum load in Lexington is greater than the capacity of this plant.

"You'll enjoy working here once you become accustomed to the office routine!"

Gulf Refining Erects Plant In St. Landry Parish, La.

Officials of the Gulf Refining Company announced that a new natural gasoline and cycling plant will be built for the Krotz Springs field in St. Landry Parish, La.

The new plant is estimated to cost ten million and will be under Gulf management. Humble Oil and Refining Co., and the Texas Co. will be associate operators. It is estimated that the plant will produce 27.5 million barrels of liquefied petroleum gases annually.

Reichhold Stock Sale Provides Expansion Funds

Reichhold Chemicals, Inc., has privately sold $1,100,000 of 4½ per cent preferred stock, Henry H. Reichhold, Chairman of the Board, announced recently.

This move brings the total amount of outstanding preferred stock to $2,000,000. The new financing, together with the retention of earnings, has brought the company's working capital to a new high, Mr. Reichhold said.

The new funds will provide for additional plant expansion at Reichhold's Tuscaloosa, Ala., and Ballardvale, Mass., plants, and will largely be invested in facilities for the production of formaldehyde and pentaerythritol.

The entrance of the company into the manufacture of these basic chemicals, Mr. Reichhold observed, is another step in its continuous effort to obtain at the lowest possible cost the important raw materials it consumes, and thus give increased service to its customers. The current expansion program also involves important changes in the company's phenol operations at Tuscaloosa.

Houston Firm to Build New Permatex Plant—Kansas City

Walter Kidde Constructors, Inc., engineers and builders of New York and Houston, have been awarded a contract to design and build a new plant in Kansas City, Mo., for the Permatex Company, Brooklyn, New York, producers of sealing compounds and maintenance chemicals for transportation and other industries, it was announced recently by C. A. Benoit, Jr., Permatex president.

The project, to cost approximately $500,000, will consist of a new fully air-conditioned plant of modern design with a two-level manufacturing area utilizing gravity to minimize pumping of compounded products. The upper level of the manufacturing area will be devoted to mixing and manufacturing, while the lower level will serve for packaging.

The structure will include an 18-foot high warehouse area. The height was selected for the most efficient storage of palletized materials.

An outside tank farm will be provided adjacent to the receiving area for the storage of oils, alcohols and solvents. These materials will be pumped from the outside tanks through pre-selector type meters to the second floor manufacturing area.

The new plant facilities will be used for the expanded volume manufacture of major products such as hydraulic fluid and patented sealing compounds which have long been standard for the automotive and aviation industries.

The decision to establish operations in the Kansas City area was influenced by the area's ideal, centrally situated transportation facilities which will enable the company to expand and improve customer services in the midwest, west and southwest.

Over 82 Million Spent On Plants in Missouri

A total of 207 manufacturing industries spent $82,413,941 on new plants and expansions in Missouri in 1953. This created 8,282 jobs and brought $20,629,180 more in annual wages for Missourians.

The figures were announced at the end of last month by James D. Idol, industrial director of the Missouri Division of Resources and Development. Idol stressed that the tabulation covers only those industries located within Missouri's borders and do not include wholesale, retail, service and communications companies.

Adding to the total for 1953 is the special industries group which includes defense plants, mining, railroads, other transportation, and utilities. In this category, there were 107 new plants and expansions, costing $156,287,085 and creating 7,976 jobs with added annual wages of $25,297,871.

Compared with 1952's previous all-time high rate of growth, the 1953 figures on manufacturing show almost the same increase. In 1952 there were 162 new plants and expansions in manufacturing; total investment was $82,223,298; and there were 8,437 jobs added with annual wages of $21,036,325.

During 1953, there were 75 new manufacturing plants established in the state. They cost $13,379,714, and created 3,996 jobs with added annual wages of $10,136,000.

Manufacturing expansions during 1953 totaled 132. They cost $69,034,227, resulting in 4,286 more jobs and $10,493,180 more in payrolls.

"This is the real picture of sound industrial growth in our state," Idol commented. "We have listed no anticipated expansions—just the plants and expansions completed during the year or in the process of construction. We do not include such big items as the Westinghouse jet engine program in Kansas City or the $7,000,000 fertilizer plant announced for Mexico.

"Moreover, the expansions of 1953 were, like 1952, in various fields. Diversification of industry thus continues to help give Missouri a sound economy."

A big share of the new manufacturing plants in 1953 were outside the St. Louis and Kansas City metropolitan areas. To the outstate area went 50 of the new factories, with investments of $7,461,501, creating 2,299 jobs and payrolls of $5,045,000. In St. Louis City and County there were 10 new plants, $3,205,988 investment, 365 jobs and $1,219,000 in added wages. In Kansas City, Clay and Jackson counties, there were 15 new plants costing $2,712,224 and creating 1,332 jobs with payrolls of $3,872,000.

Of the 1953 manufacturing expansions, 55 went outstate; they cost $16,321,021, creating 2,116 jobs and payrolls of $4,377,180. The St. Louis area got 40 expansions worth $31,702,747, and creating 1,151 jobs with added wages of $3,573,500 In the Kansas City area there were 37 expansions; investment was $21,010,458; new jobs, 1,019, and $2,542,500 in new wages.

Pointing to the added annual wage figure of $45,927,051, Idol said: "Each primary dollar of this additional spending money normally turns over seven times. Taking only half of that total, to be conservative, that means the state gets $3,214,893 in revenue through the sales tax alone. So the combined effort of public and private interests to attract new industry to Missouri is more than paying for itself."

Gulf Lists Huge Expansion At Port Arthur Refinery

A new ethylene plant and a new platforming plant, each the largest of its kind in the world, will be erected at the Port Arthur, Texas, refinery of Gulf Oil Corporation, the company has announced. No estimate of costs for the extensive projects was given.

The ethylene unit, the second such to be built at the refinery, will have a capacity of 3,000,000,000 cu. ft. of ethylene gas per year. This will represent an increase of about 10% in the nation's ethylene production. It will more than double the refinery's present production, raising the total to nearly 5,500,000,000 cu. ft. yearly.

The platforming unit is designed to produce an improved quality of high octane motor gasoline, thus keeping pace with the most modern automotive needs. The unit may also be used to improve and expand aviation gasoline production. Capacity will be 29,000 barrels per stream day.

The platforming process will utilize platinum as a catalyst to convert lower octane gasolines and naphthas, produced in the refinery, into high test gasoline of superior quality. The word "platforming" indicates this, being a combination of "platinum" and "reforming" (i.e. conversion into higher form.)

Construction of both units is scheduled to begin this spring and to be finished in the first quarter of 1955. Each will occupy about two acres at the refinery with substantially more land provided for the added auxiliary equipment attendant to them. Although not related functionally, they have in common the fact that neither will require an increase in the crude charged to the refinery.

The ethylene unit will use, as its charge stock, propane and other gases produced in refining. These will be preprocessed in compression and treating units for removing impurities. The main plant will comprise a series of fractionating towers for separating ethylene, ethane and other hydrocarbons, and a series of cracking furnaces for converting the propane and ethane to ethylene.

The unit is designed to be self sufficient, including a power plant for steam and electricity, water cooling tower and circulating system, sewers, fire prevention apparatus and pipelines. Extensive instrumentation will permit a large degree of operation from a central control room. Contract for construction has been awarded to the Badger Process Division of Stone & Webster Engineering Corp.

The new ethylene facilities were planned to supply the rapidly expanding chemical industry of the Gulf coast, which uses this gas in such diverse products as ethyl alcohol, poly-ethylene, plastics, synthetic rubber, anti-freeze and anti-knock compounds, emulsifying agents, artificial silk, acetic acid, and chemical intermediates.

The product of the new plant, like that produced by the existing unit which was completed about a year ago, will be distributed direct to consumers through company pipelines. Contracts have already been signed for a substantial part of the ethylene production of the new plant. The platforming plant was designed for increased quality rather than quantity of high octane gasoline production, in line with Gulf's program of offering a constantly improved product to motorists.

The unit will employ the platinum catalyst method developed by the Universal Oil Products Company. The plant comprises a catalytic reactor and a fractionation section to separate the product of the reactor into various desired products. Auxiliary installations will be a water cooling tower, steam generator, sewers, tanks, and yard pipelines.

Contract for the construction of the platforming unit has been awarded to the Fluor Corporation, Los Angeles, Calif.

Solvay Process Division To Transport by Barge

Solvay Process Division, Allied Chemical & Dye Corporation, announces plans for barge movement of products from its new Moundsville, W. Va. plant to serve customers on or near the inland waterways of the Ohio River and its tributaries.

Contract has been awarded to Pihl & Miller of Pittsburgh for construction of a barge-loading dock at the Moundsville plant, which it is expected will be completed within the next month or so.

Solvay's Moundsville plant, which started operations last December, now produces chlorine and caustic soda. In mid-summer it is expected that production of methyl chloride, methylene chloride, chloroform and carbon tetrachloride will commence in facilities now under construction.

New dock will also be available for shipment of products from Solvay's associate, National Aniline Division, which recently went into production of nitrobenzene and aniline at its Moundsville plant and will later produce maleic anhydride and fumaric acid.

In addition, new facilities will make possible receipt of raw materials and supplies by barge at both the Solvay and National Aniline plants.

Panama to Hold Trade Exposition

Ernest Berger, Consul for the Republic of Panama, announces that an International Trade Exposition will take place in Colon, Panama, March 20th to April 4th, 1954.

To date 18 South and Central American Countries and many U. S. Corporations have contracted for space, also a number of European Countries will participate. Exhibits will enter duty free and may be sold during and after the Exposition. They may be shipped by ship from New York, New Orleans, Tampa and other ports.

Through their numerous Consuls in the U. S., Latin America and European Countries are promoting an enormous attendance of buyers and tourists Travel agencies, airlines and advertising are also being used to promote the Exposition.

General Contractors Elect John MacLeod President

John MacLeod, of Paramount, Calif., head of a widely-known western construction firm, has been elected president of the Associated General Contractors of America for 1954, it was announced here March 1 at the association's 35th annual convention. George C. Koss, president of the Koss Construction Co., of Des Moines, Iowa, was elected vice president.

They will take office immediately following the conclusion of the four-day meeting, largest ever held by A.G.C. More than 2,000 have been attending the conclave in the Hotel Statler. Mr. MacLeod, president of Macco Corp., of Paramount, succeeds C. P. Street, of Charlotte, N. C., as head of the association, whose more than 6,500 member-firms each year performs over 80 per cent of the nation's contract construction work as well as a large volume of work overseas. William Muirhead, of Durham, N. C., is secretary-treasurer.

The new A.G.C. president heads a construction firm whose activities extend throughout the western United States and South America. In addition to construction activities, Macco Corp. encompasses five other divisions: oil rig building, drilling fluids, pipelines, refinery development and Macco Lumber Co., a retail lumber outlet.

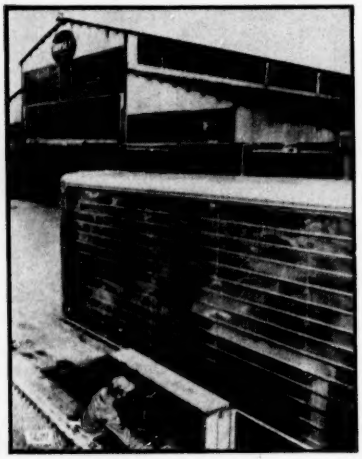
Also, through three affiliated concerns, Macco-Panpacific, Inc., Pacific Dredging Co., and Macco Panpacific Co., Mr. MacLeod is engaged in a variety of other general engineering and construction work in South America, the Panama Canal Zone and Puerto Rico, and in the operation of one of the largest fleets of balanced dredges on the west coast.

Since its founding by Mr. MacLeod in 1929, Macco Corp. has completed almost $400,000,000 worth of public work. During World War II, the firm did $150,000,000 worth of war work from the Mexican border to the Aleutian Islands.

Champion Trailer Weight Affixed at Plant

Hereafter there'll be no doubt about the light weight of a Dorsey "Champion" trailer. The company has adopted a policy of putting every new "Champion" on the scales at the factory and affixing the actual weight to the trailer.

New policy of proudly putting the weight where any operator, or prospective operator, can find it, followed the



company's introduction of the "Champion," lightest trailer, for its strength, on the road, according to C. E. Dorsey, Jr., company president.

Key model in the "Champion" line, a 32-foot tandem dry freight van completely equipped, weighs only 8,750 pounds. Optional equipment ordered by purchasers will vary the weight of individual units.

The weight is stamped on a triangular metal plate which is affixed to the trailer near the serial number plate — just ahead of the landing gear on the longitudinal member on the right side of the trailer.

Bell & Gossett Select Longview, Texas, Site

Longview, Texas, obtained another industry Saturday when E. J. Gossett, president of Bell and Gosset Company of Morton Grove, Ill., and the Marlow Pump company of New Jersey, announced selection of that city as a site for his new southwestern plant. The announcement was made at an "industrial Valentine party" at the home of Publisher and Mrs. Carl Estes. Gossett, center, is shown with a group of Longview civic leaders as papers were signed.

Shown with Gossett are William A. Van Blarcom, DeQueen, Ark., manager of Marlow Pumps; C. E. Pullum, executive vice-president of Bell & Gossett; V. A. Clements, president of the Longview National Bank; Dr. Allen Tyler, dean of LeTourneau Technical Institute of Longview, and Estes.

Bell and Gossett is one of the nation's leading manufacturers of hot water heating specialities, centrifugal pumps, shell and tube heat transfer equipment, and refrigeration equipment.

Bell and Gossett recently acquired Marlow Pumps of Ridgewood, N. J. and DeQueen, Ark.

Rehabilitation Program Proceeds at Republic

Work has been started on the fourth phase of a multi-million dollar rehabilitation program of Republic Steel Corporation's Youngstown coke and coal chemicals plant, John H. Graft, district manager, announced recently.

This phase, scheduled for completion by late summer, will consist of modernization of the benzol plant to improve operating efficiency and quality control.

Among the many benefits derived from the over-all program has been greatly improved air and stream pollution control.

The benzol plant is the last step in the recovery of by-products from coke oven gas. Here, "light oils," such as benzol, toluol and xylol, are removed and processed for use in the manufacture of dyes, synthetic rubber, nylon, phenol, water emulsion paints, lacquers and thousands of other products of the modern chemical industry.

Production of light oils in Republic's Youngstown plant will be somewhat increased as a result of this rehabilitation program. Replacing obsolete equipment with new installations of modern design also will permit closer control of quality.

The over-all program, accomplished without any substantial loss of production, was commenced in 1948 with the construction of a coke oven battery of 38 ovens and the rehabilitation of an old battery of 69 ovens. Following that, a 65-oven battery was constructed after three old batteries had been demolished.

In the coal chemicals plant, facilities were rebuilt and new equipment was installed. Gas pumping and gas holder capacities were increased and facilities for cooling water were installed because of the increased temperature and lower volume of the Mahoning River.

A complete fire protection system was installed in the coke plant and a new building was erected to house the coke plant laboratory and offices.

Republic's Youngstown coke plant can produce about 300 tons of coke from 4300 tons of coal daily.

Croft Steel Completes Plant at McComb, Miss.

Croft Steel Products Co. has completed construction of their new $150,000 steel fabricating plant at McComb, Mississippi, and is now in the process of installing production machinery. Employment at the plant is expected to be between 100 and 150 workers.

Freeport Sulphur Opens Plant at Garden Bay

The Freeport Sulphur Co. has begun operation of their new multi-million dollar sulphur mining plant at Garden Island Bay at the mouth of the Mississippi River. The new mine, reportedly the biggest single development in the sulphur mining industry in the last 20 years, is capable of producing 500,000 long tons annually.

The new mine uses the Frasch process of extraction with the molten sulphur pumped up river for storage at Port Sulphur.

Dravo Moves Atlanta Office

Dravo Corporation, Pittsburgh, Pa., announces that its Atlanta, Ga. office, under the supervision of William W. Timmis, Jr., has been moved to Room 361, 1401 Peachtree Street, N. E. The new telephone number is Emerson 6418-9.

As of the same date, Wheeler M. Bearden, formerly of the Pittsburgh office, will join the Atlanta staff. His extensive training and knowledge of Dravo products and their application will enable Dravo to provide a more extensive service to customers in the Southeastern District.

The Atlanta office handles the sales and services of Dravo's line of warm air space heaters consisting of the *Counterflo* and *Paraflo* oil and gas fired models and suspended gas fired units. This office also handles the sales of crane cab and steel mill pulpit air conditioners, pre-fabricated piping and construction services.

General Electric Creates New Tube Sales Region

Creation of a new General Electric replacement tube southeastern sales region, with headquarters in Atlanta, Ga., and appointment of C. Byron Farmer as regional sales manager, were announced last month by Gordon E. Burns, field sales manager of replacement sales for the G-E Tube Department.

He said the new region will cover the expanding replacement markets in the states of North and South Carolina, Tennessee, Georgia, Alabama and Florida. The region is divided into two sales districts.

Mr. Burns also announced appointment of Albert C. Bourget as sales manager for the southern district in the region. He succeeds Mr. Farmer. The northern district remains under the sales managership of William B. Every.

The new region's two districts formerly were part of the Tube Department's eastern sales region, whose headquarters are at Clifton, N. J.

The Tube Department replacement sales organization also has four other geographical sales regions, divided into 20 sales districts.

South Needs

(*Continued from page* 35)

In presenting the figures, the Institute points out that Pennsylvania has had the greatest increase since 1939, and following in order are Ohio, Indiana, Illinois, Michigan, Maryland, New York, California, Alabama, Utah, Texas, Kentucky, Minnesota, West Virginia, Colorado, Washington, Georgia, Oregon, Massachusetts, Delaware, Missouri, Tennessee, Connecticut, Rhode Island, Oklahoma, New Jersey, and Virginia.

In production of Primary Metals the South made nominal gain when compared with the United States. In 1939, the South's percentage of total was 13, in 1953 it was 14.

Also in other categories the South made gains.

In 1939 the Region's share of Fabricated Metals was 9 per cent; in 1953 it was 12 per cent.

In Machinery: South in 1939, 6 per cent; in 1953, 8 per cent.

In Electrical Machinery: South, in 1939, 6 per cent; in 1953, 8 per cent.

In Scientific Instruments the percentage remained the same at 5 per cent for both years.

It is encouraging that the South has more than kept pace with the Nation in the period of industrial expansion that has been taking place.

But there is no reason why the Region should not now begin assuming a position of unquestioned leadership in the development of capital goods industries. Capital and skill, at one time scarce items in the Region's economy, are now in good supply, and these hard goods industries will go a long way toward carrying per capita incomes to the level they should occupy.

Kearney Corp. to Build Plant at Fayetteville, Ark.

James R. Kearney Corporation of St. Louis, Missouri, has announced plans to establish a plant at Fayetteville, Ark., for the manufacture of electrical items. The firm supplies fuses, transformers and other electrical equipment for electric utility companies. Operation of the new plant will begin at an early date in a $100,000 building obtained by the firm. An initial payroll of 150 workers is planned by the company.

Gaylord's Expansion Nears Completion

A $9 million expansion and improvement program at the Gaylord Container Corporation's paper plant at Bogalusa, La., is nearing completion. Vertrees Young, executive vice president of the company, said a total of $8 million has been spent on expansion and new equipment during the last year.

FINANCIAL NOTES

Mathieson Chemical Corp. again set new records last year both in sales and income, according to the annual report issued recently.

Sales for the year were $243,575,544, compared with $147,109,581 in 1952. Net profit after taxes was $18,755,813, compared with $13,533,368.

The current report is the first to include a full year's operations of E. R. Squibb & Sons, which was merged with Mathieson on October 1, 1952. On a pro-forma basis, combined sales of the two companies in 1952 were $215,662,550, and combined net profit of $14,503,152.

After dividends on preferred stock, Mathieson's 1953 earnings amounted to $3.30 per share on the 5,456,773 shares outstanding at year end. This compares with 1952 pro-forma combined Mathieson and Squibb earnings of $2.53 per share on the 5,439,781 shares outstanding on Dec. 31, 1952, and with $3.44 per share based on the weighted averages of shares outstanding for 1952 and including Squibb's earnings for only the last quarter of 1952.

The above earnings for 1952 included a favorable excess profits tax adjustment of $1,975,000 relating to 1951. This adjustment totalled 36 cents per share on the 5,439,781 shares outstanding on Dec. 31, 1952, and represented 53 cents per share when related to the weighted average number of shares outstanding during the year.

Federal and foreign taxes on income charged to operations in 1953 were $16,498,869, or 47.5 per cent of pre-tax income, equivalent to $3.02 per share.

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George R. Brown, chairman of the board, announced that negotiations have been completed by **Texas Eastern Production Corp.** for the purchase of all of the stock of Triangle Pipeline Co. at an aggregate cost of $3,195,040.

Triangle, a Delaware corporation, is engaged in transporting petroleum products from East Texas, North Louisiana and South Louisiana gasoline plants and refineries to various points on its pipeline system, which extends to a water terminal on the Mississippi River at Arkansas City, Ark. Stockholders who held all issued and outstanding common stock of Triangle have accepted a purchase order made by the Production Corp. on Jan. 22, 1954, and the final closing of the purchase took place on Feb. 19, 1954.

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Commercial Credit Company's 42nd Annual report was released by A. E. Duncan, Founder and Chairman of the board, and E. C. Wareheim, President.

Consolidated net income was $23,847,991 for 1953, compared with $19,814,307 for 1952, and $19,713,887 for 1951. Net income per share on the common stock at the end of each period, adjusted for distribution of one share for each share held July 1, 1952, was $5.21 for 1953, compared with $4.34 for 1952, $4.33 for 1951, $4.32 for 1950, and $4.58 for 1949.

The net income above was larger than for any previous year in the company's history. The consolidated net income contributed by the Wholesale and Retail Instalment operations and Calvert Fire Insurance Co., Cavalier Insurance Corp., and similar insurance operations, was $16,195,695 or $3.54 per share. The remaining consolidated net income of $7,652,296 or $1.67 per share for 1953 was contributed by the Commercial Financing, Factoring, Direct Loan, Manufacturing and Insurance operations other than the above-mentioned ones.

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Allegheny Ludlum Steel Corp. announced that sales and revenues for the corporation in 1953 totalled $242,091,000, an all-time record. The previous record was established in 1951.

Net earnings amounting to $7,791,000 were reported for the year. After deduction of dividends on preferred stock this was equivalent to $4.40 for each of the 1,689,358 shares of common stock outstanding on Dec. 31, 1953. In 1952, net earnings were $5,940,000, which included an excess profits tax credit of $1,620,000 and were equal to $3.57 per share on the 1,656,233 shares of common stock then outstanding.

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Net sales of the **Mead Corp.** for the year ended Dec. 27, 1953, amounted to $111,365,154 and this compares with net sales of $100,304,905 in 1952.

Estimated net earnings for 1953 were $5,418,000, compared with $5,093,126 in 1952. The estimated earnings per share were equal to $4.40 on the 1,172,053 common shares outstanding at the end of 1953. This compares with $4.22 per share on the 1,145,785 shares at the end of 1952.

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At a meeting of the Board of Directors of **Republic Steel Corporation** held February 16, a quarterly dividend of $1.50 per share on the 6% Cumulative Convertible Prior Preference Stock, Series A, was declared, payable April 1, 1954, to stockholders of record March 10, 1954.

A regular quarterly dividend of $1.12½ per share on the Common Stock of the Corporation was also declared, payable April 15, 1954, to stockholders of record March 25, 1954.

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Earnings of $2,330,810 and sales of $53,024,403 for 1953 were reported last month by the **Brown & Sharpe Manufacturing Company** in its annual report to stockholders.

In releasing the report for publication, the President, Henry D. Sharpe, Jr., also commented briefly on the present business outlook for his company.

He said that although incoming orders for new equipment had decreased considerably during the latter part of 1953, recent weeks had shown a slight up-turn once again in incoming business. He added, however, that the pattern of incoming orders for his company had been not too far from the pattern for the industry as a whole, and that this lower level of incoming orders as compared with a year ago is making necessary a return to more normal levels in employment within the company. "We must bear in mind," he said, "that our entire industry has just been through a period of abnormal activity, and that decreases at the present time must be viewed not as any crisis but rather as a return to 'normalcy' for our company."

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Net earnings of **General Portland Cement Company** in 1953 were $5,226,500 after taxes, compared with $4,894,200 in 1952, Smith W. Storey, president, announced in February. The earnings were equal to $5.03 a share on 1,039,971 shares of common stock outstanding, as against $4.71 a share in the like 12 months a year before.

Sales of the company totaled $30,487,300, compared with $29,435,100 in 1952. Federal income and excess profits taxes were $5,526,000 as against $6,625,000 the year before.

General Portland operates manufacturing plants at Tampa, Florida; Chattanooga, Tennessee; Fort Worth, Houston, and Dallas, Texas.

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Caterpillar Tractor Co. faces "with optimism the buyer's return to a position of pre-eminence," L. B. Neumiller, president, points out in the company's annual report to shareholders.

"The company's most valuable asset, its people, stands trained and ready to research, manufacture, and sell as never before," he said.

"Years of preparation find the company ready for this competitive era," he reported. "Its ability to produce new machines and parts has been more than doubled since the end of World War II by an investment of over $150,000,000 in new and improved plant facilities. Its dealer outlets are merchandising the most complete line in the industry."

Caterpillar, which is celebrating its 50th consecutive year of crawler tractor manufacture, reported sales in 1953 of $433,802,604, second highest in its history and surpassed only by 1952 sales of $477,577,014. Its 1953 profit was $20,254,514, compared with a profit of $22,118,060 in the previous year. "The elimination of the excess profits tax should contribute materially to the maintenance of profit in 1954," Mr. Neumiller said.

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Sales and operating revenues of **Lion Oil Co., El Dorado, Arkansas,** for the year 1953 were $89,959,405, a new high in the history of the company. For the year 1952 the company reported sales and operating revenues of $88,625,282.

Net income for last year, after all charges, was $10,688,260, equal to $3.46 per share on 3,090,890 shares of common stock outstanding, and compares with $10,211,425, or $3.30 per share for the year 1952. Provision for taxes was $6,237,000 in the latest year versus $6,331,000 in the previous year.

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Rockwell Manufacturing Co.'s earnings for 1953 were $3.02 per share as compared with $3.10 per share the previous year, W. F. Rockwell, Jr., president, announced recently.

He also declared that a company-wide program of expansion and consolidation was substantially completed during the past year without pronounced adverse effect on current earnings.

The 1953 earnings of $5,685,000 were on sales of $83,291,000, while in 1952 the earnings of $5,838,000 were on $84,855,000 sales.

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Merritt-Chapman & Scott Corporation's net 1953 earnings after taxes rose more than 134 per cent over the preceding year to set an all-time high of $3,505,471 for the 94-year-old construction organization, according to a report announced recently by Louis E. Wolfson, president and chairman of the board.

The net, which allowed provision for a record $4,053,752 in taxes, compared with net earnings in 1952 of $1,496,320 when taxes totalled $1,561,315.

The gross revenues were reported at $104,660,490, an increase of more than 29 per cent over 1952 and the highest in the firm's history, World War II years excepted. Gross revenues in 1952 were $80,930,097.

The board of directors declared a regular quarterly dividend of 50 cents per share, payable March 1, 1954, to shareholders of record Feb. 16, 1954.

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The Pennsylvania Salt Mfg. Co. reported recently that consolidated net earnings after taxes for 1953 were $3,106,508, as compared with $3,217,942 for 1952.

This was equivalent to $2.50 per share on 1,242,799 shares of common stock outstanding at the end of the year, as compared with $2.59 per share in 1952 on the same number of shares.

Consolidated net sales for the year ended Dec. 31, 1953, were $59,211,077, a 3 per cent increase over 1952 and highest in the company's 103-year experience.

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Sales of **Superior Steel Corporation** for 1953 surpassed record 1952 figures by more than 32 per cent, President Carl I. Collins announced recently. In establishing a new sales record, the company's net income reached $1,087,717—a gain of more than 28 per cent over the 1952 figure.

Sales and other income during 1953 amounted to $37,887,163 as compared with $28,649,796 in 1952. Earnings per share, after preferred dividend requirements, were $3.33 against $2.74 for 1952.

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The board of directors of **International Paper Company** declared regular quarterly dividends of $1.00 per share on the cumulative $4.00 preferred stock and 75 cents per share on the common stock.

Both are payable March 15, 1954, to holders of record February 19, 1954.

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The president of **Reynolds Metals Co.**, Mr. Richard S. Reynolds, announced that a group of financial institutions have purchased the outstanding $20,991,600 of Reynolds Metal Co., Serial First Mortgage Bonds held by the RFC. The transaction was arranged by Dillon, Read and Co., Inc., and Reynolds and Co.

The sale of these securities terminates the RFC's banking relationship with Reynolds Metals Co., which began with the purchase of $15,800,000 of the company's 4% bonds in August of 1940, when the company decided to integrate its aluminum operations by also becoming a producer of the primary metal, Mr. Reynolds explained.

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Mr. Walter P. Paepcke, Chairman, reports **Container Corporation of America** earnings for the year ended Dec. 31, 1953, equaled $4.93 per common share compared with $5.01 for the year 1952.

Total earnings for 1953 were $10,127,948 after all charges including provisions for depreciation and all Federal (including excess profits) state and local taxes compared with $10,282,948 in 1952.

Net sales for the year amounted to $187,552,652 compared with $178,408,152 for the year before.

BUSINESS NOTES

Howard H. Chapin has been appointed superintendent of **Republic Steel's** 98-inch cold rolling mill, M. E. Goetz, manager of the Cleveland District of the company, announced today.

Mr. Chapin, a twenty-year veteran with the company, had been assistant superintendent of the mill which is the largest of this type in the world. He will be succeeded in that post by George R. Goss who had been turn foreman on the 98-inch hot mill.

Mr. Chapin succeeds **Clemens A. Tartar** who has been transferred to the Warren District of the nation's third largest steel producer.

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Purchase of the **George J. Hagan Company** by **Salem-Brosius, Inc.,** was disclosed recently in a joint announcement. Both companies design, manufacture and sell furnaces and heat treating equipment but have sold their products to different industries.

A joint announcement by President R. E. Talley of the George J. Hagan Company and President Ward A. Wickwire, Jr., of Salem-Brosius, Inc., said Salem-Brosius has bought all outstanding stock of the Hagan Company for an undisclosed amount of cash and will operate that concern as a wholly-owned subsidiary.

Personnel and policies of both companies will continue unchanged except that Mr. Talley will retire as president of the George J. Hagan Company and Mr. Wickwire will assume the presidency of both companies.

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Ansul Chemical Company, Marinette, Wis., announces the appointment of **George Brelie** as Government Relations Manager, in charge of the sale of all Ansul products to the government.

Mr. Brelie, who formerly was in charge of Ansul's Fire Equipment Sales branch office in Oakland, Calif., has been with the company since 1949.

He will be succeeded in Oakland by **Joe Holmes,** formerly Los Angeles district manager. Mr. Holmes' place in Los Angeles was assigned to Remsen Paul, who was transferred from Philadelphia.

The company also announced **Ed Brader,** formerly with **Fire Equipment** sales in Chicago, will be transferred to New York in charge of contacting national accounts for all products.

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Martin J. Hartigan has been appointed manager of supply purchases of **Joseph T. Ryerson & Son, Inc.,** steel distributor, announced A. Y. Sawyer, vice president in charge of procurement. With headquarters in Chicago, he will co-ordinate all activities and responsibilities in connection with the purchase of plant and office supplies for the nation-wide group of sixteen Ryerson steel service plants.

Hartigan joined Ryerson at Chicago in 1917, later entering the mill order department where he remained until 1950 when he was appointed manager of the mill and factory sales department. Upon assuming his new position, the functions of the mill and factory sales department were taken over by other divisions of the company.

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Natco Corporation (formerly National Fireproofing Corporation) at a meeting of its Board of Directors on Tuesday, February 2, elected **C. Benson Wigton,** a member of the Board.

Mr. Wigton is president and treasurer of **Wigton-Abbott Corporation,** designers, engineers and constructors of Plainfield, N. J., and also is president of the Seven-Up Bottling Company, also of Plainfield.

Wigton-Abbott Corporation is engaged as engineering and construction specialists in the design and construction of buildings for large industrial and commercial concerns and operates offices in 24 states. Mr. Wigton is a licensed engineer in New York, New Jersey, Indiana, West Virginia and Wyoming. He also is a member of the Advisory Committee of the New Jersey State Chamber of Commerce, and also, at one time, served as Mayor of Plainfield.

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Further expansion of the nationwide sales force of **Wall Colmonoy Corp., 19345 John R. Street, Detroit 3, Michigan,** is announced by William P. Clark, Colmonoy vice president, with the appointment of new sales engineers in the Company's New York and Pittsburgh District Offices.

A. D. Arnaut joins the New York sales force as sales engineer in the company's offices at 575 Linden Ave., E., Linden, New Jersey.

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The Rockwell Manufacturing Company has promoted three men to key management posts, **L. A. Dixon, Sr.,** executive vice-president, has announced.

Samuel W. Brown, assistant to the vice-president of research and engineering since 1948, has been named assistant to the executive vice-president.

John M. Pommersheim, formerly assistant to the general manager of the Pittsburgh Equitable Meter division, has now assumed Mr. Brown's former responsibilities, assistant to vice-president of research.

Harry C. Whipple has been named factory manager of Rockwell's saw and tool plant at Columbus, Ohio. He has been general superintendent for nearly two years.

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Appointment of **William H. Hogben** to the newly created position of executive manager, automotive accounts, of **Pittsburgh Plate Glass Company's Ditzler Color Division** in Detroit, has been announced by E. D. Peck, vice president in charge of the paint and brush division.

E. Dudley Kress is succeeding Mr. Hogben as industrial sales manager for the Ditzler Color Division.

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The appointment of **W. H. Van Buren** as Assistant General Sales Manager, Eastern Division Branches, **Quaker Rubber Corporation, Division of H. K. Porter Company, Inc.,** Philadelphia, was announced recently by G. A. Dauphinais, Vice President and General Manager.

Mr. Van Buren, a graduate of Rensselaer Polytechnic Institute in Mechanical Engineering, has been associated with the rubber industry for the past twenty-five years, joining Quaker in 1945. He became Manager of Belting Sales and assisted in setting up Quaker's V-Belt program and increasing conveyor belt sales.

Mr. Van Buren will coordinate the sales program of Quaker's eight eastern branches located in Atlanta, Boston, Dallas, Houston, Kearney, N. J., New Orleans, Phliadelphia and Pittsburgh.

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Universal Midwest, Inc., of Chicago, agents for the **Pennsylvania Salt Manufacturing Company,** have recently announced the addition to their staff of **Mr. Walter F. Hess.**

A mechanical engineer, Mr. Hess will handle sales of Pennsalt's line of chemical resistant cements, chemical resistant interliners, and chemical resistant coatings. With headquarters in Detroit, his territory will cover eastern Michigan, western Ohio and Kentucky.

Prior to coming with Universal Midwest, Mr. Hess was manager of die cast sales for C. M. Hall Lamp Company in Detroit.

National Gypsum Company has announced the promotion of **Joseph A. Mark** to the position of Commodity Advertising Manager for Paint Products.

A graduate of Syracuse University, Mark was formerly Commodity Advertising Manager for Metal Lath Products and Assistant Commodity Advertising Manager for Paint Products. He served in the Army for five years during World War II.

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William Cole, sales manager of **Fabric Fire Hose Co.,** for the past three years has been named vice president and general manager, it was announced last month.

A graduate of Dartmouth, Mr. Cole left the company to serve with the U. S. Navy in World War II, and rejoined Fabric in 1950.

Fabric Fire Hose, located in Sandy Hook, Conn., is one of the oldest manufacturers of fire department hose in the country. It is now a subsidiary of the **United States Rubber Co.,** affiliated with the mechanical goods division under Ernest G. Brown, vice president and general manager.

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Frank J. Ronan has been named Chicago District Sales Manager for **Grace Chemical Company.** A graduate of Northwestern University, he was associated with Pittsburgh Coke & Chemical Co. in Chicago before joining Grace Chemical. The Chicago Office of Grace Chemical is located at 75 East Wacker Drive.

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Mr. W. R. Huber has been named General Manager of Public Relations for **Gulf Oil Corporation** according to announcement made by Mrs. S. A. Swensrud, Chairman of the Board. Mr. Huber joined Gulf in 1935 as Manager of Advertising and Sales Promotion, continuing in this position until 1949 when he was made General Manager of Retail Marketing, in charge of the sale of all Gulf products through retail outlets in the farm, airport, service station, home heating, and marketing fields.

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Effective February 15, 1954 the **Railway Express Agency** announced the removal of its Executive Offices from 230 Park Avenue to 219 East 42nd Street, New York 17, N. Y.

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Knights Equipment Repair, San Antonio, Texas, sub-agent for **L. F. Chickering Company,** Houston franchise representative of the **Automatic Transportation Company,** Chicago manufacturer of electric-driven industrial trucks, has moved to new headquarters at **345 Blue Bonnet St., San Antonio,** it was announced Tuesday, Feb. 16.

Knights Equipment formerly was located at 2332 S. Presa St., San Antonio.

The firm handles service and repair of Automatic trucks in the San Antonio area for L. F. Chickering, who represents Automatic's lines of riding type electric-driven fork lift trucks, and battery-powered Transporter operator-led trucks.

Paul P. Christensen has been named assistant to the passenger traffic manager of the **Rock Island Lines,** effective immediately.

As assistant to Robert E. King, Christensen, a veteran of more than 30 years' service with the system, will handle administrative matters and will continue in charge of sales in Fort Wayne, Elkhart, South Bend and LaFayette, Indiana, and at Champaign, Illinois.

Christensen, whose headquarters will be in Chicago, had been division passenger agent since 1941.

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The appointment of an assistant director of operations for **Hercules Powder Company's Explosives Department,** and the transfer of two works managers in plants operated by the department, was announced recently by J. D. Hayes, director of operations.

Clifford T. Butler, works manager since 1946 at Hercules, California, has been named assistant director of operations for the Explosives Department effective March 1.

E. St. Pierre Bellinger was named works manager at Hercules to succeed Mr. Butler. Mr. Bellinger has been works manager at Bessemer since 1946.

Named to replace Mr. Bellinger at Bessemer is **John C. Foster,** who has been works manager since 1952 at the government-owned Radford Arsenal, Radford, Virginia. Mr. Foster's appointment is effective April 1, as is the appointment of **William E. Howell** to replace Mr. Foster as works manager at Radford.

• • •

The Briggs Manufacturing Company, makers of Briggs Beautyware bathroom fixtures, has announced the removal of its general offices to the **Buhl Building** in the heart of downtown Detroit. The entire third floor of this modern office building will be taken over by Briggs, and the complete plumbing ware operation will be administered from the new offices. Manufacturing facilities will, of course, remain at the old Miller Avenue address, which has been Briggs Beautyware headquarters for many years. The new Briggs Manufacturing Company address will be 300 Buhl Building, Detroit 26, Michigan.

• • •

Joseph T. Ryerson & Son, Inc., Milwaukee, Wisc., steel service organization, has announced the following management changes.

Weaver E. Falberg is appointed assistant general manager of sales of the nation-wide group of sixteen Ryerson steel service plants. His headquarters are in Chicago. He was formerly manager of the alloy steel division.

Roland W. Burt is appointed manager of the Chicago plant, a newly-created position. Succeeding him as sales manager, Chicago, is **Alfred J. Olson** who was formerly assistant sales manager.

WHO'S WHERE

Norman E. Carlson has been appointed Works Manager in charge of all operations of the St. Charles, Missouri, plant of the **American Car and Foundry Company,** according to an announcement by James M. White, vice president in charge of manufacturing. Mr. Carlson succeeds **Roy D. Jablonsky,** who has resigned.

• • •

The appointment of **Peaslee-Gaulbert Corporation** of Atlanta as Georgia distributor for its complete line of gas ranges was announced Friday, Feb. 19, by A. H. Scheffer, sales manager for **Chambers of Indianapolis, Ind.**

Located at **300 Peter St., S.W.,** the Atlanta firm is headquarters for the southeastern division of Peaslee-Gaulbert Corporation, Inc. The southeastern division has warehouses in Atlanta and at 532 W. Indian St., Savannah, Ga.

The new distributor will service the entire state of Georgia, and will handle both console ranges and built-in gas cooking equipment, Scheffer said.

Chambers factory representative serving the new distributor is **Guy T. Gunter, Jr.,** of Atlanta.

• • •

Effective February 16, 1954, **William H. Hunton** was appointed Commercial Agent reporting to General Agent, with offices at **Room 1109, 44 Wall Street, New York 5, N. Y.,** for the Virginian Railway Co., according to **J. H. Christoph,** General Freight & Passenger Agent.

• • •

The Timken Roller Bearing Company announces that **Ralph W. Preston** has been appointed Sales Engineer with headquarters at **2626 Westheimer Road, Houston, Texas.** Recently, Preston has been engaged in metallurgical investigation for the Timken Steel and Tube Division. He returned from military service in 1952, having served as liaison officer between the Army General Staff and

R. W. Preston

National Production Authority. He is a graduate of the University of Kentucky.

• • •

Vernon N. Ferguson, Temco Aircraft Corporation's chief industrial engineer, has been elevated to assistant factory manager at the company's Dallas plant.

Temco President Robert McCulloch announced the new appointment recently.

Ferguson, who left a faculty position at the University of Texas to join Temco two years ago, will assist Factory Manager Don Balfour in supervising factory operations at the Dallas plant. Ferguson's appointment creates a new post in top level organization at Temco's Dallas plant.

Gaylord Plants 100 Millionth Tree

A milestone in reforestation in the United States was reached today when the number of pine tree seedlings planted by Gaylord Container Corporation on its tree farms in Louisiana and Mississippi reached one hundred million. The actual planting site was Millard, Mississippi.

Among those present for the event was C. A. Connaughton, Regional forester, U. S. Forest Service, who praised the Gaylord planting program as an outstanding example of the preservation and development of the country's natural resources by private enterprise.

The one hundred millionth seedling was planted by Mr. J. K. Johnson, under whose direction, as a forester for the Great Southern Lumber Company, the reforestation program was begun back in 1920. He was assisted by Miss Mary Easton Goodyear, ten-year-old granddaughter of C. W. Goodyear, First Vice-President of Gaylord Container Corporation, and great granddaughter of one of the two founders of the Great Southern Lumber Company. A. Conger Goodyear, Chairman, Board of Directors, E. J. Spiegel, President and Vertrees Young, Executive Vice-President of Gaylord Container Corporation, also took part in the program.

The site of the event was previously occupied by a sawmill, which many years ago closed down because it had exhausted the supply of timber in that area. Adjoining the planting site is a two-year-old slash pine plantation—part of Gaylord's current reforestation program.

The reforestation work began in 1920 as part of a program in the minds of the founders of Bogalusa, Charles W. and Frank Goodyear, when the town was built around the site of the gigantic new sawmill of the Great Southern Lumber Company. From the very start, the town was carefully laid out for permanence and growth as distinct from the average sawmill towns of those days whose life was deemed concurrent with the supply of virgin pine timber. While the new forest could not save the sawmill, which closed in 1938, the Great Southern had established a worthy successor in the form of a pulp and paper mill, which began production in 1918.

Since 1937, the reforestation program has been operated by Gaylord Container Corporation due to a merger that year between the original lumber company and Gaylord interests.

To appreciate the far-reaching importance of the original decision to adopt a tree planting project, it should be realized that in 1920 there were no large commercial plantations of forest trees in the United States. Aside from some income derived through the sale of Christmas trees, the profit possibilities of tree farming were not even considered.

Starting with 800 acres, on which pine seeds were planted, the trail-blazing experiment in industrial forestry went through a period of trial and error. The sowing of seed was superseded by the transplanting of wild pine seedlings. Due to high costs, this in turn gave way in 1922 to the use of seedlings grown in the Great Southern Lumber Company's nursery at Bogalusa. Fire was a constant

threat, but razor back hogs, with a sweet tooth for the succulent roots of young pines, were also a menace and made it necessary to fence the planted tracts.

Mechanization has found a place in the program. Today, nine-month-old seedlings are placed in the ground by a modern planting machine with a crew of two men, capable of planting 10,000 seedlings per day. Depending upon soil productivity, and other local factors, the pine trees attain usable pulpwood size (for a first thinning) at an age varying between fifteen and eighteen years.

The original 10-year goal for the project was the replanting of 23,000 acres. Progress was slow, but by the sixth year a strong momentum was developed, resulting in the planting of 6,500 acres in the 1925-1926 season. The original 23,000 acre goal was reached in 1929.

By 1948, the program, then operated by Gaylord Container Corporation, had resulted in the planting of 56,000 acres. In July of that year, selective harvesting operations began, with ten cords of trees per acre being cut for pulpwood, leaving 20 cords for additional growth. This was a significant date as it represented the first time in the history of United States forestry that a hand-planted forest of significant proportions had attained marketable size and was being "harvested." It is noteworthy that the timber is "harvested" by a definite plan calling for the periodic thinning of each acre every seven or eight years. Gaylord foresters have computed that the annual growth of wood from the hand-planted forest, if processed into fiber containers, would employ 1021 workers in the woods, mill and box factory. Total area of the man-made forest today is 110,500 acres.

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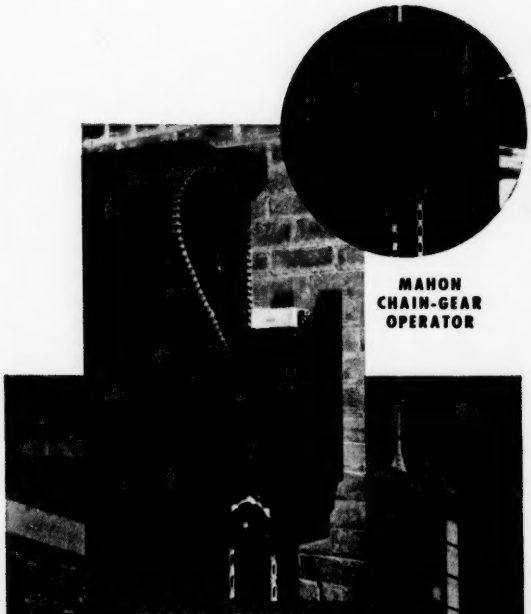

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